



## INTERNATIONAL ROAD DYNAMICS INC.

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### BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

**Saskatoon, SK September 21, 2011** - International Road Dynamics Inc. (IRD) will present and exhibit at the 2011 CVSA Annual Conference and Exhibition in Austin, Texas from September 26 to 29, 2011.

The Commercial Vehicle Safety Alliance (CVSA) and its members are dedicated to providing leadership and technical expertise to improving commercial vehicle safety. By coming together and actively participating in CVSA's Annual Conference participants will play a critical role in making regulatory, policy and enforcement decisions that ultimately will save countless lives.

IRD will be highlighting **Virtual Enforcement... Real World Solutions**. IRD will be displaying our Virtual Enforcement systems using the latest technologies such as the iPad2. **Drop off your business card to enter to win an iPad2!**

**Come by Booths #25-26** and learn more about our ITS Systems for commercial vehicle safety and data collection:

- Electronic pre-screening using transponders and machine vision (ALPR and DOT cameras) considering valid and up to date credentials and safety ratings using CVISN, PRISM and other national and state specific criteria
- Use of state-of-the art technologies to measure and confirm size and weight compliance (using weigh-in-motion) and braking performance
- Provision of technologies that can be accessed and used by multiple state agencies thus providing cost sharing benefits and increase returns on investment
- Provision of Virtual and Remotely Operated Weight and Inspection Stations to increase enforcement effectiveness and efficiency while improving infrastructure protection

IRD's Randy Hanson, Executive VP & COO will be presenting on Innovative Enforcement Strategies which is intended to identify new trends in the field of commercial vehicle enforcement both in North America and in developing countries.

IRD will be represented by Randy Hanson Executive VP & COO, Joe Madek VP U.S. Sales, Norm Lindgren US Strategist, Peter Fedechko Sr. Manager Field Services, Eric Hooks Sales Representative, and Ann Reinhart Transportation Engineer-In-Training.

For more information about the conference and exhibition, please visit the CVSA Events website <http://www.cvsa.org/events/index.aspx>. If you would like more information about any of IRD's systems and products, please contact Mr. Randy Hanson at Tel: 306-653-6600 or at e-mail: [randy.hanson@irdinc.com](mailto:randy.hanson@irdinc.com) or visit our web site at [www.irdinc.com](http://www.irdinc.com).

*Follow IRD News and Events on Facebook and Twitter!*

**Facebook:** facebook.com/internationalroaddynamics

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IRD is a highway traffic management technology company specializing in supplying products and systems to the global Intelligent Transportation Systems (ITS) industry. IRD is a North American company based in Saskatoon, Saskatchewan Canada with sales and service offices throughout the United States and overseas. Private corporations, transportation agencies and highway authorities around the world use IRD's products and advanced systems to manage and protect their highway infrastructures.

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The Company's shares trade on the Toronto Stock Exchange under the symbol IRD.

FOR MORE INFORMATION PLEASE CONTACT:

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**IRD is listed on the TSX - trading symbol - IRD**

[www.irdinc.com](http://www.irdinc.com)