



INTERNATIONAL ROAD DYNAMICS INC.

CORPORATE OFFICES: Canada: 702 - 43rd St. E. Saskatoon, SK S7K 3T9

U.S.: 2402 Spring Ridge Drive, Suite E Spring Grove, IL 60081

CHILE: Maria L. Santander 0360, Providencia, Santiago, Chile

INDIA: Villa 13 Block 5 Eros Garden, Surajkund Road, Charmwood Village, New Delhi, India

BRAZIL: Rua Coriolano, 2030 – Cj. 20 – V.Romana 05047-002 Sao Paulo SP Brazil

BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN THE 2011 PIARC XXIV WORLD ROAD CONGRESS

Saskatoon, SK September 21, 2011 - International Road Dynamics Inc. (IRD) along with PAT Traffic Ltda., a subsidiary of IRD based in Santiago, Chile will be exhibiting at the XXIV World Road Congress in Mexico City, Mexico from September 26th to 30th, 2011. The World Road Association (AIPCR/PIARC) has celebrated every four years since 1909. The World Road Congress, invites professionals of roads and transportation to present and discuss presentations between the country members and looks forward to identify, develop and share responsible solutions for today's problems. Past Congresses have attracted over 3000 delegates from across the world and will showcase innovation, progress and new directions in all areas of road transport ranging from road safety, administration, infrastructure, sustainability and maintenance.

IRD-PAT will be demonstrating why we are the best option for ITS in Latin America. At our booth, we will be demonstrating the DAW300 *Bluetooth*® portable weigh pads, Security and Access Control systems, ECB (Emergency Call Boxes) and the TRS line of traffic counters and classifiers.

IRD will be represented by Terry Bergan, President and CEO. PAT Traffic Ltda. will be represented by Carlos Hayler, General Manager and David Higuera, Sales Manager. **IRD looks forward to your visit to Booth #1515.**

For more information about the conference and exhibition, please visit the World Road Congress website <http://www.aipcrmexico2011.org/>. If you would like more information about any of IRD's systems and products, please contact Tel: 306-653-6600 or at e-mail: info@irdinc.com or visit our web site at www.irdinc.com.

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:

Terry Bergan, President & CEO

Phone: (306) 653-6600

U.S. (303 355-5998

Francine Senecal-Lepage, Investor Relations

Phone: (306) 653-6603

Fax: (306) 653-6609

Email: irdir@irdinc.com

IRD is listed on the TSX - trading symbol – IRD

www.irdinc.com