



INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD ADDS NEW FEATURES TO TRS LINE OF TRAFFIC CLASSIFIERS

Saskatoon, SK September 22, 2011 –The TRS line brings flexibility to traffic data collection with portable and permanent models. All of the new product features are standard with the TRS Plus models. **New product features include:**

- **2 USB ports**
- **Flash upgradeable firmware**
- **2 GB internal memory**

New Options Available:

- Volume, lane occupancy and lane speed data in real-time
- **Bluetooth®** Wireless Technology

The TRS Plus continuously calculates and makes available Volume, Occupancy, and Speed (VOS) data. Data can be downloaded from the site without interrupting the data collection process.

The TRS Plus can be operated via the integrated keypad and display or via a serial link with a computer or modem. Upon power up, the TRS is completely menu driven for ease of use in the field. To serve the special needs of many different users, TRS options include: solar panel, expandable memory, environmental sensors and WIM.

Please see IRD's TRS Plus Brochure: http://www.irdinc.com/products/pdf/TRS_Plus_1108.pdf

IRD offers a full line of traffic counters and classifiers. For more information about other IRD products, please visit <http://www.irdinc.com/products/>. If you would like more information about any of IRD's systems and products, please contact Mr. Rod Klashinsky at tel: 306-653-6600 or at e-mail: rod.klashinsky@irdinc.com or visit our web site at www.irdinc.com.

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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.

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

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IRD is listed on the TSX - trading symbol - IRD

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