



IRD PRODUCT NEWS

INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

SPEEDsentry® Radar Speed Display – New Thinner, Lighter Model!

January 26, 2010



**Completely Portable – Mounts on Any Pole!
Weighs Under 15 lbs.
Battery, Solar, AC Power
Bluetooth Programming
Keeps Traffic Counts Too!!**

Under \$6,000 USD – Software and PDA included!!!

For more information about IRD's SPEEDsentry® Radar Speed Display, visit http://www.irdinc.com/products/traffic_control/LEDProducts/speedsentry.php or contact **Kelly Gabrielson**, North American Product Sales Manager at tel: (877) 747-3487 or email: kelly.gabrielson@irdinc.com.

IRD's complete line of products and systems can be found at www.irdinc.com.

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
