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# **I.D. Systems to Present at Investor Conferences Held by The Benchmark Company and Cowen & Company**

HACKENSACK, N.J., May 5, 2010 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless asset tracking and management solutions, today announced that it will be presenting at two upcoming investor conferences:

- The Benchmark Company's One-on-One Investor Conference, Thursday, May 13, 2010, at the Pfister Hotel in Milwaukee, Wisconsin. For more information on this conference, please visit: [www.benchmarkcap.com/conference](http://www.benchmarkcap.com/conference).
- Cowen & Company's 38th Annual Technology, Media & Telecom Conference, Wednesday, June 2, 2010, at 9:30 AM, at The New York Palace Hotel in New York City, located at 50th Street and Madison Avenue. For more information on this conference, please visit: [www.cowen.com/UpcomingConferences.html](http://www.cowen.com/UpcomingConferences.html).

## **About I.D. Systems**

Based in Hackensack, New Jersey, with subsidiaries in Germany and the United Kingdom, I.D. Systems is a leading provider of wireless solutions for securing, controlling, tracking, and managing high-value enterprise assets, including vehicles, powered equipment, trailers, containers, baggage, and cargo. The Company's patented technologies address the needs of organizations to monitor and analyze their assets to improve safety, security, efficiency, and productivity. For more information, please visit [www.id-systems.com](http://www.id-systems.com).

## **About The Benchmark Company, LLC**

Headquartered in New York with 11 offices across the country, The Benchmark Company, LLC is an institutional brokerage firm that provides Research, Sales, Trading and Investment Banking services to public companies and their investors. Benchmark provides comprehensive equity research coverage, and many of the companies covered by Benchmark will be presenting at the One-on-One Investor Conference.

## **About Cowen Group, Inc.**

Cowen Group, Inc. (Nasdaq:COWN) is a leading diversified financial services firm providing alternative investment management, investment banking, research, and sales and trading services through its business units, Ramius and Cowen & Company. Its alternative investment management products include hedge funds, fund of funds, real estate funds, healthcare royalty funds, cash management and commodity trading funds, offered primarily under the Ramius name. Cowen & Company offers industry focused investment banking for growth-oriented companies, domain knowledge-driven research and a sales and trading platform for institutional investors. Founded in 1918, the firm is headquartered in New York

with offices in major financial centers around the world.

"Safe Harbor" statement:

This press release contains forward-looking statements within the meaning of federal securities laws. Forward-looking statements include statements with respect to I.D. Systems' beliefs, plans, goals, objectives, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond I.D. Systems' control, and which may cause its actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. All statements other than statements of historical fact are statements that could be forward-looking statements. For example, forward-looking statements include: statements regarding prospects for additional customers; market forecasts; projections of earnings, revenues, synergies, accretion or other financial information; and plans, strategies and objectives of management for future operations, including integration plans in connection with the acquisition. The risks and uncertainties referred to above include, but are not limited to, future economic and business conditions, the loss of key customers or reduction in the purchase of products by any such customers, the failure of the market for I.D. Systems' products to continue to develop, the possibility that I.D. Systems may not be able to integrate successfully the business, operations and employees of acquired businesses, the inability to protect I.D. Systems' intellectual property, the inability to manage growth, the effects of competition from a variety of local, regional, national and other providers of wireless solutions, and other risks detailed from time to time in I.D. Systems' filings with the Securities and Exchange Commission, including its annual report on Form 10-K for the year ended December 31, 2009. These risks could cause actual results to differ materially from those expressed in any forward-looking statements made by, or on behalf of, I.D. Systems. I.D. Systems assumes no obligation to update the information contained in this press release, and expressly disclaims any obligation to do so, whether as a result of new information, future events or otherwise.

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