

# **Procter & Gamble to Deploy I.D. Systems' Wireless Vehicle Management System**

HACKENSACK, N.J., Sept. 9, 2009 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless Vehicle Management Systems (VMS), today announced that its PowerFleet(tm) VMS has been selected by Procter & Gamble Manufacturing GmbH for deployment on a fleet of industrial trucks at a production and distribution facility in Germany. The order was facilitated by I.D. Systems' German subsidiary, I.D. Systems GmbH.

Procter & Gamble Manufacturing GmbH is a subsidiary of Cincinnati-based Procter & Gamble Co. P&G is ranked 20th on the Fortune 500 list, 12th on BusinessWeek's ranking of the 50 Most Innovative Companies, and 6th among Fortune Magazine's "World's Most Admired Companies". P&G had \$83.5 billion in fiscal 2008 revenues, with approximately 138,000 employees in over 80 countries worldwide.

Vehicle Management Systems help improve workplace safety and security by restricting vehicle access to trained, authorized operators, providing electronic vehicle inspection checklists, and sensing vehicle impacts. A wireless VMS also helps reduce fleet maintenance costs by automatically uploading vehicle data, reporting vehicle problems electronically, scheduling maintenance according to actual vehicle usage rather than by calendar or manual data entry, and helping determine the optimal economic time to replace equipment. In addition, a wireless VMS helps improve supply chain productivity by establishing accountability for the use of equipment, ensuring equipment is in the proper place at the right time, streamlining material handling work flow, and providing unique metrics on equipment utilization.

"We are gratified that P&G, after a competitive review, determined that I.D. Systems' PowerFleet VMS provides significant value and a high level of expected return on investment," said Peter Fausel, I.D. Systems' executive vice president of sales and marketing. "We take pride in the ability of our wireless technology to help customers gain a competitive edge in their material handling operations. PowerFleet first helps our customers identify opportunities to reduce costs and improve operations, then provides the management tools to execute the actions needed to achieve those objectives.

"We are also proud of our ability to deliver a wireless solution that precisely meets our customers' technical needs," continued Fausel. "For example, for P&G, we were able to configure our Vehicle Management System such that P&G drivers could continue using their existing employee identification badges, and the system could communicate over P&G's existing wireless network using advanced Wi-Fi security protocols.

About I.D. Systems:

Based in Hackensack, New Jersey, with a European subsidiary in Dusseldorf, Germany, I.D. Systems is a leading provider of wireless solutions for managing and securing high-value

enterprise assets, including industrial vehicles, such as forklifts and airport ground support equipment, and rental vehicles. The company's patented technology, which utilizes radio frequency identification, or RFID, technology, addresses the needs of organizations to control, track, monitor and analyze their assets. For more information, visit [www.id-systems.com](http://www.id-systems.com).

Trademarks:

I.D. Systems(tm), PowerFleet(tm) and SecureStream(tm) are trademarks of I.D. Systems, Inc.

"Safe Harbor" statement:

This press release contains forward looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, such as the Company's outlook for 2008 financial results and prospects for additional customers and revenues. Forward-looking statements include statements with respect to our beliefs, plans, objectives, goals, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause our 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. These forward-looking statements are subject to risk and uncertainties, including, but not limited to, future economic and business conditions, the loss of any of the Company's key customers or reduction in the purchase of its products by any such customers, the failure of the market for the Company's products to continue to develop, the inability to protect the Company's intellectual property, the inability to manage the Company's growth, the effects of competition from a wide variety of local, regional, national and other providers of wireless solutions and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission, including the Company's annual report on Form 10-K for the year ended December 31, 2008. These risks could cause actual results to differ materially from those expressed in any forward looking statements made by, or on behalf of, the Company. The Company assumes no obligation to update the information contained in this press release.

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