

April 14, 2011



I.D. Systems Engages Liolios Group to Lead Investor Relations Program

WOODCLIFF LAKE, N.J., April 14, 2011 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless asset management solutions, today announced that it has engaged Liolios Group to lead its investor relations and financial communications program.

"Our top-line performance, margin improvement, strong balance sheet, and recurring and diversified revenue streams better enable us to achieve our goal of strong, sustainable growth," said Jeffrey Jagid, Chairman and Chief Executive Officer of I.D. Systems. "We believe we are well positioned in a large, growing market with a proven value proposition that generates significant cost savings for our blue-chip customers, such as Wal-Mart, Nestlé and Ford. Customer adoption of our wireless asset management solutions is gaining traction, and we see continued penetration of current and emerging markets.

"Given this gathering momentum, we believe it is time for a team of experienced IR professionals like Liolios Group to help us effectively communicate our story to the investment community. The Liolios team offers a proven track record of building quality, long-term relationships with investors, analysts and institutions for emerging growth companies like ours."

In collaboration with I.D. Systems' management, Liolios Group will develop, refine and help disseminate the company's message. Liolios Group designs programs that include one-on-one conference calls, road shows and financial conferences, targeting key influencers in the investment community, including analysts, fund managers and members of the financial press.

For additional information about I.D. Systems, contact Liolios Group at 949-574-3860 or email info@liolios.com.

About Liolios Group

Liolios Group, Inc. is a highly selective and comprehensive investor relations firm specializing in small and micro-cap companies. The firm aims to deliver superior performance in corporate messaging and positioning, investor awareness, analyst and financial press coverage, and capital attraction. Founded in 1996 in Newport Beach, California, Liolios Group partners each have more than 15 years experience in finance and investments, and represent clients in a wide range of industries, including consumer & retail, healthcare & bio-pharma, digital media & software, and technology. For more information about Liolios Group, please visit www.liolios.com.

About I.D. Systems

Based in Woodcliff Lake, New Jersey, with subsidiaries in Germany and the United Kingdom, I.D. Systems is a leading provider of solutions for securing, controlling, tracking,

and managing high-value enterprise assets, including vehicles, powered equipment, trailers, containers, and cargo. I.D. Systems' patented technologies address the needs of organizations to monitor and analyze their assets to improve safety, security, efficiency, and productivity. For more information, visit www.id-systems.com.

"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 acquisitions. 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, 2010. 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.

CONTACT: Company
Ned Mavrommatis
Chief Financial Officer
Phone: 201-996-9000
ned@id-systems.com

Investor Relations
Liolios Group, Inc.
Scott Liolios or Matt Glover
Phone: 949-574-3860
info@liolios.com

Source: I.D. Systems, Inc.