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Nestle Waters North America Initiates Roll Out of Wireless Vehicle Management Technology from I.D. Systems

HACKENSACK, N.J., Nov. 18, 2009 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless asset management solutions, today announced that Nestle Waters North America has initiated a series of follow-on purchase orders to implement I.D. Systems' PowerFleet(TM) Vehicle Management System (VMS) on fleets of industrial trucks at six plants in the United States. Nestle Waters initially deployed the system at two sites during the second and third quarters of 2009. The orders were placed by I.D. Systems' strategic marketing partner NACCO Materials Handling Group, Inc., a leading global manufacturer of industrial trucks, including Yale(R) brand lift trucks, and facilitated by Yale/Chase Equipment and Services, Inc., the Yale dealer in Southern California and Hawaii.

Nestle Waters North America is the nation's leading bottled water company. The company produces popular brands of healthful hydration such as Poland Spring(R) Natural Spring Water, Nestle(R) Pure Life(R) and S. Pellegrino(R). Headquartered in Greenwich, CT, the company has more than 8,000 employees and 24 factories throughout the U.S. and Canada. It is a subsidiary of Nestle S.A., the world's largest food company, with operations in almost every country in the world.

"We are very encouraged by our initial deployment of I.D. Systems' wireless vehicle management technology in the initial installations," said Chris Lyon of Nestle Waters North America's National Fleet Services group. "We are very excited to begin rolling out this innovative technology across additional facilities to expand the benefits it brings to our supply chain organization."

Wireless Vehicle Management Systems help improve material handling 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. A wireless VMS also helps reduce industrial 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 workplace safety and security by restricting vehicle access to trained, authorized operators, providing electronic vehicle inspection checklists, and sensing vehicle impacts.

"We are gratified that Nestle Waters North America has been quick to achieve results from our PowerFleet system and take action to capitalize on our technology at the enterprise level," said Peter Fausel, I.D. Systems' executive vice president of sales, marketing and customer service. "These follow-on orders represent an affirmation that automating industrial vehicle management with our PowerFleet system is a best practice that can help our

customers gain a competitive edge in their supply chains, which we think is especially important in the current economic climate."

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 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. About Nestle Waters North America: Central to the leadership of Nestle Waters North America Inc. is its 33-year history and single-focus on producing bottled water products. The company's dedication to product quality, manufacturing expertise, employee development and environmental stewardship, especially in the areas of water use, energy and packaging, has helped Nestle Waters become the number one bottled water company in the U.S. To reach success, the company follows its credo: Respect for each other, respect for the environment, and respect for the community. To learn more, visit www.nestle-watersna.com. "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 2009 financial results and prospects for additional customers and revenues. Forward-looking statements include statements with respect to the Company's 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 the Company's control, and which may cause the Company's 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 risks 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, and expressly disclaims any obligation to do so.

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