

July 29, 2010



I.D. Systems, Inc. to Announce Q2 2010 Financial Results on August 11, 2010

HACKENSACK, N.J., July 29, 2010 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY) will be holding its quarterly financial results conference call for investors and analysts on Wednesday, August 11, 2010 at 4:45 p.m. EDT. The financial results announcement is scheduled to cross the wire shortly after the market close on Wednesday, August 11, 2010. I.D. Systems, Inc. is sending out this release regarding Q2 2010 to comply with Federal Regulations FD.

Financial analysts will be notified via e-mail with a toll free number to access the Q2 2010 conference call. Interested parties can also listen to a live webcast at <http://www.id-systems.com>. Any questions should be directed in advance to ir@id-systems.com.

Date: August 11, 2010
Time: 4:45 PM ET

Listen via Internet:

Schedule this webcast into MS-Outlook calendar (click open when prompted):
<http://apps.shareholder.com/PNWOutlook/t.aspx?m=43672&k=4EC31636>

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 tracking, securing and managing high-value enterprise assets. The Company's patented technology, which utilizes RFID technology, addresses the needs of organizations to control, track, monitor and analyze their assets. For more information, visit www.id-systems.com.

Asset Intelligence, a subsidiary of I.D. Systems based in Plano, Texas, is a leading provider of trailer and container tracking solutions for manufacturers, retailers, shippers and freight transportation providers. It offers a full range of solutions to improve safety, security and productivity throughout global supply chains.

"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 prospects for additional customers and revenues. Forward-looking statements include statements with respect to the Company's 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 the Company's 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. 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 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, 2009. 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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