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# Supermarket Chain Selects I.D. Systems to Implement Wireless Industrial Fleet Management Solution

WOODCLIFF LAKE, N.J., Jan. 16, 2013 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless solutions for securing, tracking and managing high-value enterprise assets, has received a purchase order from a leading supermarket chain in the Northeast U.S. The supermarket will implement I.D. Systems' PowerFleet® wireless Vehicle Management System (VMS) at one of its primary distribution centers. Initially, the system will be deployed on approximately 170 material handling vehicles. The supermarket operates a total of approximately 1,000 industrial vehicles across its distribution facilities and retail stores.

"We are very pleased that one of the most progressive, highly regarded grocery chains in the country has selected our PowerFleet VMS to help manage its material handling assets," said Ken Ehrman, I.D. Systems president. "We look forward to helping this new customer apply best practices to its distribution operations, specifically with respect to safety controls, cost efficiencies, and productivity enhancements that will ultimately contribute to profitability."

A wireless VMS helps improve workplace safety and security by restricting vehicle access to trained, authorized operators, requiring electronic vehicle inspection checklists, and providing automated management tools relating to vehicle accidents. 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 material handling productivity by establishing equipment accountability, ensuring vehicles are in the proper place at the right time, and providing unique metrics on fleet utilization.

## 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, 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, visit [www.id-systems.com](http://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, 2011. 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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