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# **"Cool Solution" From Asset Intelligence Helps Marten Transport Win "Innovator of the Year" Award**

PLANO, Texas, March 15, 2011 (GLOBE NEWSWIRE) -- Asset Intelligence, a leading provider of transportation asset management solutions and a subsidiary of I.D. Systems, Inc. (Nasdaq:IDSY), today announced that one of its largest customers, Marten Transport, Ltd. (Nasdaq:MRTN), has received the Commercial Carrier Journal's "Innovator of the Year" award due in part to its use of the VeriWise™ Reefer trailer management system.

Based in Mondovi, Wisconsin, Marten Transport is one of the leading temperature-sensitive truckload carriers in North America, specializing in transporting and distributing food and other consumer packaged goods that require a temperature-controlled or insulated environment.

The VeriWise Reefer solution enabled Marten to manage the temperature of its refrigerated trailers in a new way, resulting in reduced fuel costs, emissions and maintenance costs, with an aggregate annual value of more than \$1.5 million.

"Our investment in VeriWise Reefer technology contributed significantly to this gratifying recognition of Marten as an industry innovator," said Douglas Petit, Marten's Executive Vice President of Operations. "VeriWise gives us unique visibility and control of our reefer operations, allowing us to raise average shipping temperatures while maintaining the condition of frozen foods to the complete satisfaction of our quality-conscious customers. The VeriWise system also eliminates unnecessary, wasteful fuel consumption during the reefer pre-cooling process."

Capitalizing on VeriWise Reefer's intelligent cycle control of trailer temperature, Marten is able to ship frozen foods at -1 degree, rather than the prevailing industry standard of -10 degrees, without any impact on food quality. The VeriWise system also identifies and helps counteract excessive pre-cooling patterns by tracking reefer on and off times and providing real-time visibility of driver activity. These capabilities generated a fuel cost savings of \$400,000 in the first three months following system deployment, with a commensurate reduction in the volume of greenhouse gas emissions.

"In addition to generating significant ongoing fuel savings, the VeriWise system has helped us reduce reefer maintenance costs by providing real-time notifications of maintenance alarms and expediting the redirection of drivers for service," Mr. Petit concluded.

## **About I.D. Systems and Asset Intelligence**

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).

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 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 the acquisition. 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, 2009. 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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