

October 13, 2011



I.D. Systems to Present at Houlihan Lokey Technology, Media, Telecom & Gaming Conference on October 27, 2011

WOODCLIFF LAKE, N.J., Oct. 13, 2011 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless solutions for tracking, securing and managing high-value enterprise assets, has been invited to present at Houlihan Lokey's Technology, Media, Telecom & Gaming Conference. The conference will be held at the Grand Hyatt Hotel in New York City on October 27, 2011.

I.D. Systems' CEO Jeffrey Jagid and CFO Ned Mavrommatis are scheduled to present on October 27, 2011 at 2:40 p.m. Eastern Time, with one-on-one meetings held throughout the day. Management will discuss the company's recent financial and operational performance, including its partnership with Avis Budget Group to deploy a new generation of wireless vehicle rental technology, as well as recent purchase orders from the United States Postal Service for software upgrades and support services related to its wireless industrial vehicle management system.

Management's presentation will be webcast live via <http://www.hl.com/conference/tmt2011/live/>, and available for replay following the conference in the investor relations section of I.D. Systems' Web site at www.id-systems.com.

For more information about the conference or to schedule a one-on-one meeting with I.D. Systems management, please contact your Houlihan Lokey representative.

About Houlihan Lokey

Houlihan Lokey provides investment banking services and earned international distinction in mergers, acquisitions, financings, financial restructuring, financial opinions and valuations. Houlihan Lokey is solely owned by over 250 of its employees and ORIX USA Corporation, a wholly owned subsidiary of ORIX Corporation of Japan. For more information, visit www.hl.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, 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.

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