



FOR IMMEDIATE RELEASE

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I.D. Systems Receives Follow-On Order from WinCo Foods for Wireless Fleet Management System

Hackensack, NJ, May 5, 2004 —

I.D. Systems, Inc. (NASDAQ: IDSY) today announced that it has received a purchase order from WinCo Foods, Inc. to deploy I.D. Systems' Wireless Asset Net™ fleet management system on material handling vehicles at WinCo's newest distribution center. WinCo, the privately-held owner and operator of more than 40 grocery stores in the western United States, deployed its initial Wireless Asset Net system at its flagship distribution center in 2003.

James Parker, WinCo's vice president of logistics, said, "I.D. Systems' technology has given us wireless control over equipment access and enhanced the safety of our material handling operations. With the Wireless Asset Net, we can now automatically restrict vehicle operation to trained and authorized employees, as well as electronically monitor pre-shift safety checklists that our equipment operators are required to complete. In addition, the system automates the collection and analysis of important vehicle usage data for maintenance and operations management."

"We are gratified that our wireless fleet management solutions are providing compelling benefits for WinCo, and that this leading regional grocery chain is expanding its use of our products and services," said Rick Muntz, I.D. Systems' executive vice president of sales, marketing and customer satisfaction. "We look forward to continue meeting WinCo's needs, and to continue increasing our system's penetration into the food distribution market segment."

About The Wireless Asset Net

The Wireless Asset Net is designed to improve workplace safety and security by restricting industrial vehicle access to trained, authorized operators (as required by OSHA) and providing electronic safety inspection checklists. The system is designed to reduce maintenance expenses by automatically uploading vehicle data, reporting vehicle problems identified on checklists in real time, scheduling maintenance according to actual vehicle usage rather than on a calendar basis, and helping management determine the optimal economic time to replace equipment. The system is also designed to help improve productivity by ensuring equipment is in the proper place at the right time and by providing management with unique reports on vehicle utilization.

About I.D. Systems

Based in Hackensack, New Jersey, I.D. Systems, Inc. is a leading provider of wireless solutions for corporate asset management. I.D. Systems' customers include 3M Company, American Axle, Archer Daniels Midland, Daimler Chrysler, Deere & Co., Ford Motor Company, General Dynamics, Hallmark Cards, Northrop Grumman, Target Corp., Walgreen Co., the U.S. Navy, the U.S. Postal Service, and the U.S. Transportation Security Administration, among others.. Using local area networks, wide area networks, and the Internet, the company's systems enable

management to control and track the location and status of their assets — from forklifts, tugs and cranes to automobiles and trucks — in real time. For more information on I.D. Systems, Inc., visit www.id-systems.com.

“Safe Harbor” statement under the Private Securities Litigation Reform Act of 1995: This press release contains forward looking statements that are subject to risk and uncertainties, including, but not limited to, the impact of competitive products, product demand and market acceptance risks, fluctuations in operating results and other risks detailed from time to time in I.D. Systems’ filings with the Securities and Exchange Commission. These risks could cause I.D. Systems’ actual results for the current fiscal year and beyond to differ materially from those expressed in any forward looking statements made by, or behalf of, I.D. Systems.

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