



## FOR IMMEDIATE RELEASE

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## I.D. Systems Receives New Order from Leading Canadian Retailer for Wireless Industrial Fleet Management System

Hackensack, NJ, November 16, 2006—I.D. Systems, Inc. (NASDAQ: IDSY) today announced that it has received a follow-on purchase order from Canadian Tire Retail to deploy I.D. Systems' Wireless Asset Net® industrial vehicle management system on additional material handling equipment at one of Canadian Tire's primary distribution centers in Brampton, Ontario. Canadian Tire Retail is Canada's most-shopped general merchandise retailer. This is Canadian Tire's second order for the Wireless Asset Net system. The new purchase order encompasses a system maintenance agreement as well as hardware, software and services.

"We are very pleased to expand business with another large North American retailer, as well as extend our penetration of the Canadian market," said Rick Muntz, I.D. Systems' executive vice president of sales, marketing and customer satisfaction.

### About the Wireless Asset Net®

The Wireless Asset Net system utilizes radio frequency identification, or RFID, technology to address the needs of organizations to control, track, monitor, and analyze their assets. The system enables customers to reduce operating costs and capital expenditures and comply with certain safety regulations by accurately and reliably measuring and controlling fleet activity. The system also enhances security at industrial facilities and areas of critical infrastructure, such as airports, by controlling access to, and restricting the use of, equipment.

### About I.D. Systems

Based in Hackensack, NJ, I.D. Systems, Inc. is a leading provider of wireless solutions for managing and securing high-value enterprise assets. These assets include industrial vehicles, such as forklifts and airport ground support equipment, and rental vehicles. The Company's patented Wireless Asset Net® system, which utilizes radio frequency identification, or RFID, technology, addresses the needs of organizations to control track, monitor and analyze their assets. For more information about I.D. Systems, visit [www.id-systems.com](http://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 made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 and that 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 wide 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, 2005. 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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