



FOR IMMEDIATE RELEASE

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Kellogg's Selects I.D. Systems to Provide Wireless Technology for Managing Industrial Vehicles

Hackensack, NJ, December 4, 2007—I.D. Systems, Inc. (NASDAQ: IDSY), a leading provider of wireless asset tracking and management solutions, today announced that it has received a purchase order from Kellogg Company to implement I.D. Systems' Wireless Asset Net® industrial vehicle management system for a fleet of material handling equipment at a Kellogg manufacturing facility. In addition to system hardware, software, and implementation services, the purchase order includes I.D. Systems' Advantage™ Support program for ongoing system maintenance, technical support, and consultative services for a period of five years.

Kellogg is the world's leading producer of cereal and a leading producer of convenience foods, with 2006 sales of almost \$11 billion. Kellogg products, including leading brands such as *Kellogg's*®, *Keebler*®, *Pop-Tarts*®, *Eggo*®, *Cheez-It*®, *Morningstar Farms*®, and *Famous Amos*®, are manufactured in 17 countries and distributed in more than 180 countries around the world.

The Wireless Asset Net system improves productivity in manufacturing and distribution operations by establishing accountability for use of equipment, ensuring equipment is in the proper place at the right time, streamlining work flow through automated messaging, and providing management with unique metrics on—and controls over—equipment utilization. The system also improves workplace safety and security by restricting vehicle access to trained, authorized operators and providing electronic vehicle inspection checklists. In addition, the system reduces maintenance expenses by automatically uploading vehicle data, reporting vehicle problems in real time, scheduling maintenance according to actual vehicle usage rather than on a calendar basis, and helping determine the optimal economic time to replace equipment.

“We are very pleased to add a world-class consumer products company like Kellogg to our growing customer base,” said Peter Fausel, I.D. Systems' executive vice president of sales, marketing and customer service. “We look forward to introducing our best-practice technology to Kellogg to help them manage the intrinsic safety, productivity, and operational cost issues associated with fleets of material handling vehicles.”

I.D. Systems, Inc. is a leading provider of wireless solutions for securing, tracking and managing high-value enterprise assets. These assets include industrial vehicles, such as forklifts and airport ground support equipment, and the people who operate them. 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.

“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, 2006. 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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