



FOR IMMEDIATE RELEASE

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I.D. Systems To Implement Wireless Fleet Management System for WinCo Foods

Hackensack, NJ, July 22, 2003 —

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

"We are very pleased to add WinCo to our growing roster of clients in the food distribution environment," said Rick Muntz, I.D. Systems' executive vice president of sales and marketing. "We look forward to providing WinCo's operations team with a new set of tools to improve safety, increase productivity, and reduce operating costs."

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 Archer Daniels Midland, DaimlerChrysler, Deere & Co., Federal Aviation Administration, Ford Motor Company, General Motors, Hallmark Cards, Target Corporation, the U.S. Navy, and the U.S. Postal Service, 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 letters and containers to forklifts and railcars 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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