



## FOR IMMEDIATE RELEASE

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## I.D. Systems To Be Featured at New Jersey Technology Council Event

Hackensack, NJ, October 17, 2003 —

I.D. Systems, Inc. (NASDAQ: IDSY) today announced that its chairman and chief executive officer, Jeffrey Jagid, has been invited to speak at the New Jersey Technology Council's 2003 New Jersey Growth Company Showcase. I.D. Systems was recently highlighted by the *Newark Star Ledger* as New Jersey's leading one-year growth company, with a revenue increase of more than 500%.

At the Showcase, which will take place on October 23<sup>rd</sup> at the Hyatt Regency Jersey City, Mr Jagid will discuss I.D. Systems' wireless asset tracking and management technology, the value that current customers like Avis Rent A Car, Ford Motor Company and the U.S. Postal Service are realizing from the technology, and the company's plan for future growth. More than 300 stock analysts, stock brokers, fund managers, venture capitalists, and business media representatives are expected to attend the event.

"We are delighted that I.D. Systems has been recognized for its recent revenue growth and exciting outlook for the future," said Mr. Jagid. "I look forward to speaking next week at the Growth Company Showcase and delivering the company's compelling value proposition to the financial community."

### *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., the Federal Aviation Administration, Ford Motor Company, Hallmark Cards, Target Corporation, Walgreen Co., 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](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 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.*