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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems Announces New Poland Branch Office

Saint Paul, Minn., March 18, 2005--Image Sensing Systems, Inc. (ISS) (NASDAQ Small Cap: ISNS) announced today the opening of Image Sensing Systems Europe Limited -- Poland Branch, which recently had its registration approved. The Poland Branch is part of the wholly owned European subsidiary Image Sensing Systems Europe (ISSE) Limited formed in 2004 with offices headquartered in Cambridge, England.

The Poland Branch is an exclusive distributor of the Autoscope® family of products throughout Poland, providing product marketing, sales and product support throughout the Polish traffic market. Slawomir Konik, General Manager of the Poland Branch, commented "We are very pleased to have a dedicated office to support our growing market in Poland as well as other countries in Eastern Europe. Our presence in this region will make it possible to serve our existing loyal customer base as well as continue our development of many new emerging markets in the region. We are the leading supplier of video detection products in Poland and will develop new ITS systems with many product technologies over the next few years."

Graham Heywood, Managing Director of ISS Europe Ltd., commented "We decided to open this European branch as part of our European business development strategy to ensure we are able to support locally the exciting demand for our video detection products in a timely and efficient manner. Our goal is, and will always be, to ensure the customer is serviced by local trained experts who understand local specifications and environmental issues critical to customer satisfaction which cannot be achieved by our competitors operating across European country borders."

Headquartered in St. Paul, Minnesota, Image Sensing Systems, Inc. combines expertise in image processing, hardware and software engineering, and communications to develop video vehicle detection systems for traffic management and control applications. The Autoscope vehicle detection system is the world leader in video detection for advanced traffic management systems for highways, tunnel incident detection, intersection control, and traffic data collection. The Autoscope system provides traffic managers the means to reduce roadway congestion, improve roadway planning, and improve cost efficiencies.

Safe Harbor Statement: Statements made in this release concerning the Company's or management's intentions, expectations, or predictions about future results or events are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management's current expectations or beliefs, and are subject to risks and uncertainties that could cause actual results or events to vary from stated expectations, which variations could be material and adverse. Factors that could produce such a variation include, but are not limited to, the following: the inherent unreliability of earnings, revenue and cash flow predictions due to numerous factors, many of which are beyond the Company's control; developments in the demand for the Company's products and services; relationships with the Company's major customers and suppliers; unanticipated delays, costs and expenses inherent in the development and marketing of new products and services; the impact of governmental laws and regulations; and competitive factors. Our forward-looking statements speak only as of the time made, and we assume no obligation to publicly update any such statements. Additional information concerning these and other factors that could cause actual results and events to differ materially from the Company's current expectations are contained in the Company's Form 10-KSB for the year ended December 31, 2003.

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