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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems Announces Canadian Distribution Agreement with Econolite Canada

Saint Paul, Minn., May 23, 2011-- Image Sensing Systems, Inc. (NASDAQ: ISNS) announced today that Econolite Canada has become its exclusive distributor of RTMS[®] (Remote Traffic Microwave Sensor) products in Canada including the flagship RTMS G4, the newest generation radar sensor for vehicle detection and traffic measurement.

"The RTMS G4 represents the latest in our efforts to drive innovative technology development, which has been a hallmark of our company for more than 20 years," said ISS Canada Ltd. Vice President of Sales Mike Ouellette. "We are proud to partner with Econolite Canada to deliver the essential technologies that help the industry realize the potential of Intelligent Transportation Systems (ITS)."

"This will add to Econolite Canada's growing portfolio of strategic ITS capabilities. The smart technologies that provide the critical information required for predictive management and proactive planning of our roadways is key to effective ITS programs," said Econolite Canada Chief Operating Officer Charles Toth. "Working closely with ISS, the recognized leader in radar and video detection, in adding RTMS to our offerings falls directly in line with our goal to provide leading-edge options to our customers. This RTMS offering builds upon the successful 20-year technology and product development partnership between Image Sensing Systems, Inc. (ISS) and Econolite."

The RTMS G4 is a roadside radar detection system that is easy and safe to install without traffic disruptions or lane closures. The G4 combines a high-resolution radar, with options for contact closures, serial communications, wireless communications and Ethernet communications with IP camera to view traffic scenes, all within a single enclosure. The G4 offers convenient Bluetooth communications for setup, calibration and data access, allowing technicians to connect from their

service vehicle at the roadside. Its sleek, cabinet-free detection station is simple to integrate into any traffic management system.

About Image Sensing

Image Sensing Systems, Inc. is a provider of software-based detection solutions for the Intelligent Transportation Systems (ITS) sector and adjacent markets including security, police and parking. We have sold more than 120,000 units of our industry leading Autoscope® machine-vision, RTMS® radar and CitySync automatic number plate recognition (ANPR) products in over 60 countries worldwide. The depth of our experience coupled with the breadth of our product portfolio uniquely positions us to provide powerful hybrid technology solutions and to exploit the convergence of the traffic, security and environmental management markets. We are headquartered in St. Paul, Minnesota. Visit us at imagesensing.com.

About Econolite

In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic controllers (NEMA & ATC/2070), Centracs® and Aries® Advanced Transportation Management Systems (ATMS), Autoscope® video vehicle detection systems, arterial systems masters, vehicle and pedestrian signals, traffic control cabinets, data collection and management systems (DCMS.2), StrongPoint® communications network security systems, Intelligent Intersection™ technology, and a full line of transportation maintenance services. Econolite is committed to employing advanced technologies that reduce traveler time, ease congestion, enhance transit operations, provide safer mobility, and improve quality of life. For more information about Econolite, visit www.econolitegroup.com.

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