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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Nottingham City Council Installs CitySync ANPR System

Saint Paul, Minn., June 29, 2011-- Image Sensing Systems, Inc. (NASDAQ: ISNS) announced today that its subsidiary Image Sensing Systems – Europe (ISS – Europe) has provided Nottingham City Council with a CitySync ANPR access control system at the Broadmarsh Multi-Story Car Park (MSCP). This will help promote a ‘green city’ with tram and bus park and ride schemes. It will also generate income for Nottingham City Council.

Broadmarsh MSCP is located in the city center opposite Nottingham Crown Court. Nottingham City Council wished to introduce a designated contract parking area within Broadmarsh MSCP to provide local workers a permanent allocated parking space. For local solicitors and council workers this scheme has alleviated their parking problems. The ANPR system allows them instant access to an allocated space reducing wasted downtime. The contract parking also allows ticket holders to come and go to find their own space. The cost of using this facility is vastly cheaper than paying each day.

After having tried a number of other parking solutions, Nottingham City Council decided to install an ANPR system. Newpark Solutions won the project using CitySync’s ANPR solution providing an easy-to-use and reliable system for special access areas. The system eliminates ongoing costs for pass cards and the associated complications of managing them.

Significantly, the income generated from the scheme will be re-invested into other projects toward creating a green city.

Paul Crawford, Nottingham City Council Car Park Manager, says, “The ANPR access control system is a great way to manage the contract parking area; it has made managing the car park

trouble-free. We are considering extending the facilities provided by CitySync's ANPR system within Broadmarsh car park."

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.

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