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## NEWS RELEASE

FOR IMMEDIATE RELEASE

### Image Sensing Systems Announces Middle East Distribution Agreement with Econolite

**St. Paul, MN, Dec. 18, 2008--** Image Sensing Systems, Inc. (NASDAQ: ISNS), world leading developer of Intelligent Transportation Systems (ITS) computer-enabled detection and traffic control technology, announced today that it has reached a distribution agreement for the Middle East with Econolite Control Products, Inc. for the Autoscope machine vision family of products. Under the terms of the agreement, Econolite, the exclusive North American distributor and development partner for Autoscope, now also becomes the exclusive distributor of Autoscope products in the Middle Eastern countries of Saudi Arabia, UAE, Qatar, Bahrain and Kuwait. The agreement also includes distribution in Oman and Jordan on a project-by-project basis.

Ken Shain, VP of Sales and Marketing for Image Sensing Systems, Inc., stated, "ISS is pleased to expand our valued partnership with Econolite. This agreement will speed the deployment of Autoscope products in the rapidly growing and ITS technology-thirsty Middle East region. We believe there is a strong opportunity to enhance the region's infrastructure with our computer-enabled detection technology."

Ed Ehrman, Director of International Business for Econolite commented, "We are excited to sign this agreement and extend our partnership with ISS. Our experience and local presence in this region combined with the Autoscope offering will allow us to make further inroads and play a key role in improving traffic flow and safety in the region. Transportation initiatives in the Middle East are numerous and require ITS detection technologies such as Autoscope for traffic management and traffic data collection."

#### About Econolite

In business since 1933, Econolite has been an innovator of transportation management solutions which include advanced traffic controllers (NEMA & ATC/2070), *Aries*<sup>®</sup>, *icons*<sup>®</sup>, *Centracs*<sup>™</sup>, and *PYRAMIDS*<sup>®</sup> traffic management systems, *Autoscope*<sup>®</sup> video vehicle detection systems, arterial systems masters, vehicle and pedestrian signals, traffic control cabinets, traffic data collection and network security solutions, 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.

#### About Image Sensing Systems

Image Sensing Systems, Inc. is a technology company focused in infrastructure productivity improvement through the development of software-based detection solutions for the Intelligent Transportation Systems (ITS) sector and adjacent overlapping markets. ISS' industry leading computer-enabled detection (CED) products, including the Autoscope<sup>®</sup> machine-vision family and the RTMS<sup>®</sup> radar family, combine embedded software signal processing with sophisticated sensing technologies for use in transportation, environmental and safety/surveillance management. CED is a group of technologies in which software, rather than humans, examines the outputs of complex sensors to determine what is happening in the field of view in real-time. With more than 90,000 instances sold in over 60 countries worldwide, our depth of experience coupled with breadth of 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 on the web at [imagesensing.com](http://imagesensing.com). ###

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