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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Richard Wenham appointed as CEO of Image Sensing Systems Europe Ltd.

St. Paul, MN, Mar. 2, 2011-- Image Sensing Systems, Inc. (NASDAQ: ISNS) announced today that Richard Wenham has been appointed as the CEO of the company's subsidiary Image Sensing Systems Europe Limited headquartered in the United Kingdom. Mr. Wenham will report to Ken Aubrey, company president and CEO.

Mr. Wenham joins us from Ricardo plc, where he was Director of Intelligent Transportation Systems and Hybrid Electric Vehicles. Mr. Wenham's experience includes over 20 years of both engineering and senior management experience in embedded systems, automotive and Intelligent Transportation Systems (ITS). Mr. Wenham has held various senior management positions at AVL, Motorola and Landis + Gyr and spans both United Kingdom and continental European assignments. Mr. Wenham has a M.A. degree in Physics & Electrical Sciences from the University of Cambridge, U.K., postgraduate qualifications in Management & Finance and is a Chartered Engineer and Fellow of the Institution of Engineering & Technology.

Ken Aubrey, president and CEO, stated, "ISS is pleased to welcome Richard Wenham to our organization. His management background and industry experience provides an excellent foundation to lead our European office. I am confident he will make a positive contribution to the growth and profitability of our business."

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 110,000 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 on the web at imagesensing.com.

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