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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems, Inc. Names Anthony Gould Director of Asian Operations; Gould Brings Extensive Asian Traffic Industry Experience

Saint Paul, Minn., March 22, 1999-- Image Sensing systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) today announced that the Company has named Anthony H. Gould as Director of Asian Operations. In this capacity, Gould will be responsible for managing all aspects of Asian planning, business development, distributor relationships, marketing and service for ISS.

Bill Russell, ISS president and chief executive officer, commented, "Anthony Gould provides the Company with senior executive-level experience in the strategically important Asian market as well as a proven record of success and invaluable entrepreneurial skills. We are pleased to welcome Anthony to ISS and look forward to working with him to further the Company's aggressive Asian operations goals."

Gould has more than 17 years of Asian business experience. Most recently, he developed the Asia Pacific operations of Peek plc, a multinational electronics group focusing in traffic, transportation systems and equipment. Gould served as managing director for Peek and its subsidiaries in Hong Kong, China, Malaysia and Thailand, further developing this thorough knowledge of the Asian transportation industry and business culture.

Prior to joining Peek in 1992, Gould established Infolink Group Limited in 1987, serving as chief executive officer until 1990. Infolink Group became one of Australia's leading data management and data communications businesses with operations across North America and Asia. Gould was also the founding chair of Infolink Asia Limited, successfully introducing strategic investor groups to facilitate the company's growth and provide the necessary capital to expand the Infolink Group strategic presence into Asia and Europe.

Gould 's international business experience also includes serving in various consulting capacities for a variety of British companies operating in Asia. He received a business management degree from the United Kingdom's Westminster Business School in 1967, majoring in economics, accountancy and law.

Image Sensing Systems' Autoscope® wide area video vehicle detection system collects a broad range of traffic data including volume, speed, roadway occupancy, headways, ramp queue lengths and vehicle classification. ISS has more than 2,800 Autoscope systems installed in 30 countries around the world, including a large number of U.S. sites.

Based in Saint Paul, Minnesota, Image Sensing Systems, Inc. is the world leader in products applying video imaging technology for implementation in advanced traffic management systems (ATMS), freeway

incident detection and traffic data collection to help reduce traffic congestion and improve roadway planning. The Company's cornerstone Autoscope products provide traffic managers the means to reduce roadway congestion, improve roadway planning and increase cost efficiencies. The Company is particularly suited to provide technical solutions to the emerging ITS market worldwide.

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