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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems, Inc. Names Jack Cosentino Director of Business Development, Europe - Latin America - Africa

Saint Paul, Minn., April 15, 1999-- Image Sensing Systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) today announced that the Company has named Jack Cosentino director of Business Development for Europe, Latin America and Africa. In this capacity, Cosentino will be responsible for managing all aspects of planning, business development, distributor relationships, marketing and service for ISS. Prior to this assignment, Cosentino also served as director of Asian Operations from the autumn of 1998 where he negotiated several project opportunities in Taiwan, Korea, and Singapore.

Bill Russell, ISS president and chief executive officer, commented, "Jack Cosentino provides the Company with considerable experience in the export business, and this assignment will allow him to focus on many of the markets critical to the growth of ISS."

Cosentino has years of export business experience, principally in the medical products field. Prior to joining ISS he was international business development manager for GPA Importing, vice president of Operations for Strategic Business Solutions and held several positions with Minntech Corporation, including business unit manager, national sales manager and regional sales manager.

Cosentino graduated from Cornell College with a bachelor's degree in international business and public relations.

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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