



500 Spruce Tree Centre
1600 University Avenue West
St. Paul, Minnesota 55104-3825 USA
+1.651.603.7700 Fax: +1.651.603.7795
imagesensing.com

NEWS RELEASE

Contacts: Bill Russell, Chairman and CEO
Image Sensing Systems, Inc. Phone: 651.603.7700

FOR IMMEDIATE RELEASE

Image Sensing Systems, Inc. Elects New Chairman

Saint Paul, Minn., January 6, 2000 — Image Sensing Systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) announced today that the Board of Directors, by unanimous vote, has elected William L. Russell as Chairman to take effect as of January 1, 2000. Dr. Panos Michalopoulos, former Chairman, founder of ISS and Professor at the University of Minnesota, will remain on the Board and has been named as the Company's Technical and Scientific Advisor. Russell, who joined the Company in June of 1998, continues as President & CEO as well as assuming the duties of Chairman.

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, along with its subsidiary, Flow Traffic Ltd., is particularly suited to provide technical solutions to the emerging ITS market worldwide.

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.

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Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: *This report contains "forward-looking statements" made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. There are certain factors that could cause results to differ materially from those anticipated by some of the statements made, as listed in the Company's 1998 Annual Form 10-KSB.*