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NEWS RELEASE

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FOR IMMEDIATE RELEASE

IMAGE SENSING SYSTEMS, INC. SIGNS GOLDEN RIVER TRAFFIC AS AUTOSCOPE® DISTRIBUTOR FOR UNITED KINGDOM

Saint Paul, Minnesota- May 2, 2000 – Image Sensing Systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) announced today that it has formalized an exclusive Autoscope distribution agreement with Golden River Traffic Ltd. for the distribution of the entire family of Autoscope products in Great Britain, Northern Ireland and the Republic of Ireland.

Golden River Traffic Ltd., based in Oxfordshire, England, has been at the forefront of traffic monitoring in the United Kingdom for more than 25 years, and was the first company to introduce many innovations in vehicle detection and traffic data collection since 1982. The firm has long-established working relationships with a number of key industry associations including ITS U.K., ARTSM, TRL Foundation, EITAC, BSI and ISO, of which Golden River Traffic is a member of the TC204 Transport Telematics Committee.

Bill Russell, Chairman and CEO of ISS, while attending the ITS America traffic conference in Boston (MA) said today, "The formalization of an exclusive distribution agreement for Autoscope with Golden River Traffic Ltd. represents a new strategic partnership with a highly respected U.K.-based manufacturing and marketing company. The sales presence in the U.K. that Golden River will provide is significant. The agreement also creates future opportunities for the development of new OEM products and advanced traffic management systems."

Based in Saint Paul, Minnesota, Image Sensing Systems, Inc., the developer and marketer of Autoscope, is the world leader in products applying video imaging technology for implementation in advanced traffic management systems (ATMS). Autoscope functionality includes intersection detection, automated freeway incident detection and traffic data collection to help reduce traffic congestion, fuel consumption, air pollution, travel time, enhance motorist safety and improve roadway planning. ISS has more than 3,000 Autoscope systems, processing images from more than 10,000 traffic detection cameras installed in more than 30 countries around the world, including a large number of U.S. cities. The Company is particularly suited to provide technical solutions to the emerging ITS market worldwide.

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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 1999 Annual Form 10-KSB.

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