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FOR IMMEDIATE RELEASE

Image Sensing Systems Adds New Autoscope® Distributors in Eastern Europe and the Middle East

Saint Paul, Minn. — May 31, 2000 — Image Sensing Systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) announced today that effective immediately it has added four new exclusive distributors to sell, service and provide local support for the market leading Autoscope® Video Vehicle Detection System product family throughout eastern Europe and the Middle East.

Firms joining the ISS distribution network are: Danway (United Arab Emirates), Promel Projekt d.o.o. (Croatia), Eltodo Dopravni Systemy s.r.o. (Czech Republic), and I.T.C., Inc. (Jordan).

Bill Russell, Chairman and CEO of ISS said today, "The addition of these four outstanding firms expands our global distribution network to a total of 29 companies who are focused on providing cost effective traffic management solutions to our customers. We believe that 'you are only as good as you are local,' and we continue to pursue this strategy on a global basis with a full range of both products and services."

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.

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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