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NEWS RELEASE

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FOR IMMEDIATE RELEASE

IMAGE SENSING SYSTEMS, INC. SECURES WORLD BANK FUNDED CONTRACT TO SUPPLY AUTOSCOPE® SYSTEMS TO THAILAND

Saint Paul, Minnesota- January 9, 2001 – Image Sensing Systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) announced today that an order for the supply of Autoscope® wide area video vehicle detection systems to Thailand has been received by its Asia-based subsidiary, Flow Traffic Limited. A World Bank funded contract for the supply of four systems, employing multiple video sensors, was awarded to Flow Traffic's Thailand office in close international competition. The video detection systems, both Autoscope®-2004 and Autoscope Solo®, will be used by Thailand's government for traffic studies.

Johan Billow, General Manager of Flow Traffic Limited, commented, "The award of our first supply contract for Autoscope® in Thailand is an important breakthrough in a rapidly growing market for traffic management products and systems. Through our office in Bangkok and our extensive product portfolio, we are well equipped to win a major share of the Thailand traffic market."

Flow Traffic is a supplier of a broad range of traffic management products and systems in Asia. The company, which has offices in Hong Kong, China and Thailand, was acquired by Image Sensing Systems, Inc. of St. Paul, Minnesota in April 1999.

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 also offers a suite of products that provide wireless transmission of video, data and audio in a variety of markets. 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.

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 2000 Annual Form 10-KSB.

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