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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems Names New Member to Board of Directors

Saint Paul, Minn., October 2, 2006-Image Sensing Systems, Inc. (ISS) (NASDAQ: ISNS), announced today the election by the Board of Directors of Mr. Sven A. Wehrwein to replace former Board member Richard Braun, who retired in July 2006. The Company expects to nominate Mr. Wehrwein for election by the shareholders at the next Annual Meeting of Shareholders.

Mr. Wehrwein has over 30 years experience in finance, accounting, and investment banking, including serving as Chief Financial Officer of InStent, Inc. and Digi International. Since 1999, he has provided financing-consulting services to emerging growth companies. Mr. Wehrwein also serves on the Boards of Directors of Synovis Life Technologies, Uroplasty, Inc., and Vital Images, Inc. He received his Master's in Management degree from the Sloan School at the Massachusetts Institute of Technology and is a Certified Public Accountant.

Jim Murdakes, Chairman and CEO said, "The Board is very pleased to welcome Sven. His background in financial consulting and experience on other Boards will be a valued addition to the ISS Board."

Headquartered in St. Paul, Minnesota, Image Sensing Systems, Inc. combines expertise in image processing, hardware and software engineering, and communications to develop video vehicle detection systems for traffic management and control applications. The Autoscope vehicle detection system is the world leader in video detection for advanced traffic management systems for highways, tunnel incident detection, intersection control, and traffic data collection. The Autoscope system provides traffic managers the means to reduce roadway congestion, improve roadway planning, and improve cost efficiencies.

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