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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems founder Michalopoulos wins ITS Award

St. Paul, MN, Nov. 6, 2008-- Image Sensing Systems, Inc. (NASDAQ: ISNS), world leading developer of Intelligent Transportation Systems (ITS) computer enabled detection technology, announced today the presentation of an IEEE (Institute of Electrical and Electronics Engineers) ITS Society award to Image Sensing Systems, Inc. founder, Dr. Panos Michalopoulos.

The 2007 IEEE Outstanding ITS Application Award cited Dr. Michalopoulos as follows: "For developing the Autoscope product, the most widely used video detection sensor in ITS projects worldwide, used in collecting detailed traffic measurements and simultaneous video recording for testing and validating dynamic traffic flow models, control strategies, and other technologies."

The award was presented in October at the 2008 IEEE Conference on ITS in Beijing, China. Dr. Michalopoulos is a professor of transportation and traffic engineering at the University of Minnesota and serves on the Board of Directors at Image Sensing Systems, Inc.

About Image Sensing

Image Sensing Systems, Inc. is a technology company specializing in software-based detection solutions for the Intelligent Transportation Systems (ITS) sector and adjacent overlapping markets. Our industry leading computer enabled detection (CED) products, including the Autoscope® machine-vision family and the RTMS® radar family, combine embedded software signal processing with sophisticated sensing technologies for use in transportation and safety/surveillance management. CED is a group of technologies in which software, rather than humans, examines the outputs of complex sensors to determine what is happening in the field of view in real-time. With more than 90,000 instances sold in over 60 countries worldwide, our depth of experience coupled with breadth of product portfolio uniquely positions us to provide powerful hybrid technology solutions and to exploit the convergence of the traffic, security and environmental management markets. We are headquartered in St. Paul, Minnesota. Visit us on the web at imagesensing.com.

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