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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Shain hired as VP of Sales and Marketing at Image Sensing Systems, Inc.

St. Paul, MN, Nov. 17, 2008-- Image Sensing Systems, Inc. (NASDAQ: ISNS), world leading developer of Intelligent Transportation Systems (ITS) computer enabled detection technology, announced the hiring of Kenneth S. Shain as the company's Vice President of Sales and Marketing. Mr. Shain will report to Kenneth R. Aubrey, company President and CEO.

Mr. Shain's experience consists of more than 25 years domestic and international management experience in the development, sales, marketing, channel and product management of information technology products and services. This includes significant successful leadership through multiple start-ups, turnarounds and concurrent mergers, acquisitions, and divestitures.

Ken Aubrey, President and CEO, stated, "ISS is fortunate to gain the employment and leadership of Ken Shain. His executive background and numerous successes along with a strong technical aptitude provide an excellent foundation to lead our sales and marketing effort forward."

Mr. Shain's track record includes executive level positions at a number of technology companies, including CEO of Mensi, Inc. from 1999-2001; President of Cyco International, Inc. from 1995-1998; and Chairman, President and CEO of Geovision, Inc. from 1985-1993. During his tenure at Geovision, Mr. Shain launched the desktop mapping industry and pioneered both the use of Windows and CD-ROM in GIS applications. At Mensi, Inc., Mr. Shain globalized a 3D sensor manufacturer and commercialized its products for resale while he positioned the company for acquisition. Mr. Shain holds a BA from the University of Massachusetts Amherst.

About Image Sensing

Image Sensing Systems, Inc. is a technology company focused in infrastructure productivity improvement. This takes the form of software-based detection solutions for the Intelligent Transportation Systems (ITS) sector and adjacent overlapping markets. ISS' 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, environmental 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.###