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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems Announces Q1 Earnings Release Date

Saint Paul, Minn., April 22, 2010-- Image Sensing Systems, Inc. (NASDAQ: ISNS), plans to distribute its earnings press release regarding results for its fiscal first quarter ended March 31, 2010 after the close of trading on Wednesday, May 5, 2010.

The company will hold regular quarterly conference calls in conjunction with its earnings releases beginning with its fiscal second quarter ended June 30, 2010.

About Image Sensing

Image Sensing Systems, Inc. is a technology company focused in infrastructure productivity improvement through the development 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 100,000 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.