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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems Announces Q2 Earnings Release Date and Conference Call

Saint Paul, Minn., July 21, 2010-- Image Sensing Systems, Inc. (NASDAQ: ISNS), plans to distribute its earnings press release regarding results for its fiscal second quarter ended June 30, 2010 after the close of trading on Wednesday, August 4, 2010.

Following the release, the company will hold an investment community conference call at 3:45 p.m. CDT. Ken Aubrey, chief executive officer, and Greg Smith, chief financial officer, will review Image Sensing Systems' performance for the quarter and discuss the company's strategies. To participate, dial 877-941-2333 and reference conference ID 4327234. Please dial in at least 10 minutes prior to the call.

If you are unable to participate in the live conference call, you can listen to a replay. The replay option begins at 5:45 p.m. CDT on the date of the call and is available until 5:45 p.m. CDT on August 18, 2010. To listen to the replay, dial 800-406-7325, access code 4327234.

About Image Sensing

Image Sensing Systems, Inc. is a provider of software-based detection solutions for the Intelligent Transportation Systems (ITS) sector and adjacent markets including security, police and parking. We have sold more than 110,000 units of our industry leading Autoscope® machine-vision, RTMS® radar and CitySync automatic number plate recognition (ANPR) products in over 60 countries worldwide. The depth of our experience coupled with the breadth of our 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.