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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Ray Lam appointed as Managing Director of Flow Traffic Ltd.

St. Paul, MN, Aug. 18, 2011-- Image Sensing Systems, Inc. (NASDAQ: ISNS) announced today that Ray Lam has been appointed as the Managing Director of the company's subsidiary Flow Traffic Limited headquartered in Hong Kong. Mr. Lam will report to Ken Aubrey, company president and CEO.

Mr. Lam joins Image Sensing Systems, Inc. (ISS) from Indigo Vision, a security video systems provider, where he was the China Country Manager. Mr. Lam has over 15 years of successful experience developing business opportunities and strategic business partnerships across the Asia-Pacific region in the fields of intelligent transportation systems (ITS) and automatic number plate recognition at Asia Vision and B2G sales management at GE and Motorola. Mr. Lam has a Bachelor of Electronic Engineering degree, with honors, from Hong Kong Polytechnic and was a member of the Hong Kong ITS workgroup.

Ken Aubrey, president and CEO, stated, "ISS considers itself fortunate and is very pleased to welcome Ray Lam to our organization. His background and industry experience are an ideal fit and provides an excellent foundation to lead our efforts in Asia. I am confident he will make a positive contribution to the growth and profitability of our business in Asia."

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 120,000 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.

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