NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems Teams with Industry Leaders to Win Outstanding Project of the Year from ITS New York

Saint Paul, Minn., August 24, 2011-- Image Sensing Systems, Inc. (NASDAQ: ISNS) was awarded, as part of a project team, the Outstanding Project of the Year in Traffic Control Systems award from the Intelligent Transportation Society of New York during the society's recent annual meeting.

The award was presented to the project team of New York City (NYC) Department of Transportation, KLD Associates, Inc., TransCore and Image Sensing Systems, Inc. (ISS) for The Integrated Adaptive Traffic Signal Control Decision Support project, implementing one of the world's most advanced traffic signal systems in New York City. The system includes ISS' RTMS G4 vehicle detection technology, New York City's Wireless Network and advanced traffic solid state controllers to improve traffic flow by optimizing traffic signal patterns to respond to changing traffic volumes.

Dr. Mohamad Talas, Deputy Director of System Engineering for NYC Department of Transportation said, "We devised a solution that would sense traffic conditions and transmit that information back wirelessly to the Traffic Management Center. The RTMS G4 is part of our deployment criteria and fits in with our infrastructure. This deployment includes mid-block detection that provides the measurement of queuing condition intensity (i.e. occupancy) where high quality and reliable data is a major requirement." See *NY Times* (July 18, 2011).

Mike Ouellette, Vice President of ISS' North American RTMS Sales said, "The latest generation RTMS G4 radar sensor offers an innovative concept requiring no cabinet integration for interface, coverage of 12 lanes where required and minimal power requirement. These features, among others, have made RTMS G4 a preferred solution. Additionally we would like to thank CBH, our New York distributor, for being an outstanding partner and integral part of the NYC project."

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 at imagesensing.com.

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