NEWS RELEASE

Contacts: **Dan Skites, VP Sales and Marketing**
Image Sensing Systems, Inc. Phone: 651.603.7700

FOR IMMEDIATE RELEASE

Image Sensing Systems Expands Essa Technology Agreement to Include North America

Saint Paul, Minn., May 14, 2013 -- Image Sensing Systems, Inc. (NASDAQ: ISNS) announced today that it has amended its agreement with Essa Technology, to include North American distribution of Essa's web-based back office software for the law enforcement market. This fully functional back office system delivers data rich analytics and reporting capabilities to provide agencies with information for tracking down and apprehending criminals.

"We are pleased to expand our partnership with Essa Technology to include North America. The combination of our Rapid Plate Recognition, intelligent hardware and Essa's back-office provides a complete solution for the law enforcement sector," said Kris Tufto, CEO of Image Sensing Systems. "Our goal is to provide agencies with more precise and accurate data, so they can make more confident and proactive decisions."

"We are excited to expand our partnership with Image Sensing Systems and to have a presence in North America. Our powerful and fully scalable solution is designed to manage variety of fixed sites and in-car mobile automatic license plate recognition (ALPR) systems," said Jan Fisher, President of Essa Technology. "Our graphical reporting and analytics creates a visual picture and helps officers catch criminals."

Essa Technology is a leading system integrator and specialist software provider and delivers unique software solutions to a blend of market sectors including police forces, high security organizations, ports, airports, urban traffic control, highways, local authorities and private sector businesses. With over 30 years of security industry experience, Essa Technology always strives to develop solutions to meet the demands of the security market.

To see a demo of our complete solution, visit us during the upcoming IFSEC International show in Birmingham, United Kingdom, May 13th through 16th at the NEC and the International Police Executives Conference in Atlanta, Georgia, June 9th through 11th at the Hyatt Regency Atlanta.

About Image Sensing

Image Sensing Systems, Inc. is a provider of above ground detection and information management solutions for the Intelligent Transportation Systems (ITS) sector and adjacent markets including security, police and parking. We have sold more than 135,000 units of our industry leading Autoscope® machine-vision, radar and automatic license plate recognition (ALPR) 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.