



500 Spruce Tree Centre
1600 University Avenue West
St. Paul, Minnesota 55104-3825 USA
651.603.7700 Fax: 651.603.7795
imagesensing.com

NEWS RELEASE

Contact:

Image Sensing Systems, Inc.
Phone: +1.651.603.7700

FOR IMMEDIATE RELEASE

RTMS G4 Supports the Traffic Data Bank Project

St. Paul, MN, Nov. 28, 2010-- Image Sensing Systems, Inc. (NASDAQ: ISNS), world leading developer of Intelligent Transportation Systems (ITS) computer-enabled detection and traffic control technology, announced today that it will be partnering with Transmotion for Traffic and Transportation Consultancy to provide RTMS G4 for data collection on highways for the Traffic Data Bank Project in Kuwait. RTMS was the chosen technology for this project, after extensive evaluation and testing of several ITS technologies.

Khalifa B. Al Fadala, General Manager, Transmotion for Traffic and Transportation Consultancy, stated, "In previous projects, we have used RTMS and have been very satisfied with the reliable and accurate data collection. We are excited to be able to supply traffic data to our customers to help build a strong highway-road infrastructure."

Zahra Safa, Business Development Manager, Middle East and North Africa of ISS, stated, "Our long standing presence in the Middle East continues to grow stronger as we continue to provide more and more RTMS sensors to service their growing needs. It reaffirms the confidence in the technology of our products and continues ISS' expansion as a market leader in above ground detection."

To see RTMS in action, please join us at Railex/Roadex stand E21 on 28-30 November at the Abu Dhabi National Exhibition Centre in the United Arab Emirates.

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.

###