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STWA Upgrades to OTCQX(R) Marketplace

SANTA BARBARA, CA -- (Marketwired) -- 11/03/14 -- **Save The World Air, Inc., d/b/a STWA (the "Company")** (OTCQX: ZERO), a developer of integrated viscosity reduction and joule heat solutions for the energy industry, announced today that it is now trading on OTCQX, the best marketplace for established global and growth companies operated by [OTC Markets Group Inc.](#) U.S. investors can find current financial disclosure and Real-Time Level 2 quotes for STWA at: www.otcmarkets.com/stock/ZERO/quote.

"Our upgrade to OTCQX is a direct result of the corporate restructuring undertaken by our new leadership, the addition of an independent board of directors and a commitment to deliver greater value to our shareholders and better position the Company to institutional and retail investors," stated [Gregg Bigger](#), STWA Chief Executive Officer and Chairman of the Board. "The continued growth of STWA as a trusted supplier to the global energy industry requires the higher level of operational integrity and fiscal discipline that we have now achieved and that today's capital markets demand."

Specializing in next generation pipeline optimization solutions that improve the economics, safety, and efficiencies of the upstream and midstream, STWA is the exclusive licensee of a suite of viscosity reduction technologies developed in conjunction with Temple University in Philadelphia, Pa. and protected by 47 worldwide patents. The Company's AOT™ (Applied Oil Technology) industrial equipment installs on pipeline pumping stations to lower the viscosity of crude oil, condensates and a wide variety of petroleum products for less drag resistance and greater flow, while delivering better operational efficiencies and the potential for lower CO2 emissions.

To qualify for OTCQX companies must meet high financial standards, demonstrate compliance with U.S. securities laws, be current in their disclosure, and be sponsored by a Designated Advisor for Disclosure ("DAD") or Principal American Liaison ("PAL") serving as a professional third-party advisor. Currently just over 350 companies trade on OTCQX, ranging from global blue-chip companies to high growth small-cap companies.

"We're delighted to be working with Gartenberg, Gelfand, Hayton & Selden LLP as our Designated Advisor for Disclosure on OTCQX, and look forward to their insights and guidance on OTCQX requirements and U.S. securities laws," Mr. Bigger commented. "The improved visibility and liquidity of our stock is an essential component of our diversification strategy into new markets relevant to our core focus such as STWA Joule Heat, a non-resistive core heating solution for pipelines to improve flow with far less heat loss than traditional trace heating solutions."

"We're also targeting the enormous flow regime management market through a joint venture with [Haven Technology Solutions](#) to deliver the industry's first full multiphase separation device able to split commingled fluid phases without interruption of flow," Mr. Bigger added. "Moving forward, we anticipate trading on OTCQX will attract larger institutional investors and generate greater market interest while providing a clear path to uplisting to NASDAQ or

a national exchange."

For further information about STWA, Inc., visit www.stwa.com, read our SEC filings at <https://ir.stockpr.com/stwa/all-sec-filings> and subscribe to Email Alerts at <https://ir.stockpr.com/stwa/email-alerts> to receive company news and shareholder updates.

About STWA

Save The World Air, Inc., d/b/a STWA (OTCQX: ZERO) is a developer and vendor of integrated viscosity reduction and joule heat solutions designed to deliver operational benefits to the global energy industry. As a trusted partner and certified supplier to oil producers and transporters here in North America and globally, STWA designs and manufactures industrial-grade equipment for improving the efficiencies and economics of the upstream, gathering and midstream energy sectors. During the recent unprecedented expansion of the energy industry made possible by enhanced crude recovery techniques, STWA has diligently prepared a stable, robust foundation for growth, and is currently entering the market collaboratively with several leading entities within this market. More information is available at: www.stwa.com.

Safe Harbor Statement:

Some of the statements in this release may constitute forward-looking statements under federal securities laws. Please visit the following link for our complete cautionary forward-looking statement: <http://www.stwa.com/site-info/disclaimer>.

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