

August 10, 2006



## **Save the World Air Names Bruce McKinnon as Chief Operating Officer**

LOS ANGELES, CA -- (MARKET WIRE) -- August 10, 2006 -- Save the World Air, Inc. ("STWA") (OTCBB: ZERO), a company that develops, markets, and distributes products that reduce harmful emissions caused by internal combustion engines, today announced that it has appointed President Bruce McKinnon as Chief Operating Officer effective August 8, 2006. Mr. McKinnon will also continue to serve as the Company's President.

Mr. McKinnon's leadership and vision will provide the guidance for STWA's successful transition to generating revenues through manufacturing, sales and marketing products using the Company's ZEFS, MK IV and CAT-MATE technologies. He has over 30 years experience in launching new product lines and turning start-up companies into multi-million-dollar companies. As chairman of SPS, the world's largest producer of lettuce seeds, Mr. McKinnon took that company as a pre-revenue start-up to annual revenues of over \$25 million in four years. As President of KZ Golf Inc., he generated sales of \$65 million for the company in two years. As President of Orlimar Japan, another start-up, he was responsible for creating sales of \$14 million by the second year of operation.

Bruce McKinnon commented, "I am honored to have the responsibility of overseeing this critical stage of STWA's strategy. STWA's mission of developing clean technology is increasingly becoming recognized by governments and major corporations throughout the world, providing the foundation for the commercial viability of our products. I look forward to guiding STWA and achieving sustainable long-term sales growth."

Mr. McKinnon will continue his responsibilities as President and will now oversee all aspects of STWA's day-to-day operations, including sales and marketing, strategic planning, distribution and manufacturing.

About Save the World Air, Inc.

Save the World Air, Inc., is currently engaged in the product development, initial sales and marketing of devices using proprietary technologies that can be installed on motor vehicles, motorcycles and stationary engines to reduce harmful emissions caused by internal combustion engines, as well as improve fuel efficiency and/or improve performance. The company's patented ZEFS devices have been shown to reduce harmful emissions, improve both fuel efficiency and enhance engine performance in repeated independent laboratory testing. The company's patent-pending CAT-MATE® devices have been shown to reduce harmful emissions in repeated independent laboratory testing. For more information, visit the company's website at [www.stwa.com](http://www.stwa.com).

Safe Harbor Statement

Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995: Any statements set forth above that are not historical facts are forward-looking statements that

involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Potential risks and uncertainties include, but are not limited to, such factors as market acceptance, ability to attract and retain customers, success of marketing and sales efforts, product performance, competitive products and pricing, growth in targeted markets, risks of foreign operations, and other information detailed from time to time in the Company's filings with the United States Securities and Exchange Commission.