

December 1, 2006



## **Save the World Air, Inc. Retains Cameron Associates as Investor Relations Advisor**

LOS ANGELES, CA -- (MARKET WIRE) -- December 1, 2006 -- Save the World Air, Inc. (OTCBB: ZERO) today announced that the Company has retained Cameron Associates, Inc., a full-service New York based investor relations firm, as its investor relations advisor. Cameron will assist Save the World Air in broadening its financial market presence and in establishing new relationships within the investment community.

Bruce McKinnon, President and Chief Executive Officer of Save the World Air, stated, "Over the past year or so, we have achieved some noteworthy milestones in our organization. We are in the process of launching two new product lines, ECO ChargR and MAG ChargR, and have shipped the first units of our ECO ChargR device to our distributor in China. We are excited about the opportunities ahead. As such, we think that this is the appropriate time to take a proactive stance in how we communicate our strategic growth objectives and value proposition to the investment community. Our relationship with Cameron supports this endeavor."

### **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).

### **About Cameron Associates**

Founded in 1976, Cameron Associates, Inc. is a New York City-based, full-service investor relations firm providing strategic counsel to a select group of public companies. The firm is particularly focused on assisting emerging companies in the U.S. who need guidance in achieving key business goals, such as improved visibility and reputation in the equity markets, proper positioning of complex financial transactions, and communicating critical corporate issues. Additional information about Cameron Associates can be found on the company's web site at [www.cameronassoc.com](http://www.cameronassoc.com).

### **Safe Harbor Statement**

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.