

October 3, 2007



STWA Announces the Appointment of New Corporate Attorneys

LOS ANGELES, CA--(Marketwire - October 3, 2007) - Save The World Air, Inc. (PINKSHEETS: ZERO) ("STWA") today announced the appointment of GARTENBERG GELFAND WASSON & SELDEN LLP as our new Corporate Attorneys. GARTENBERG GELFAND WASSON & SELDEN LLP is a full-service law firm with expertise in a wide range of legal matters including securities offerings and transactions, regulatory matters, business transactions, trademarks and licensing. The firm has its headquarters in Los Angeles with offices in San Francisco and Orange County.

Chuck Blum, President and CEO of STWA, stated, "We are extremely pleased to have a law firm of this caliber to handle our ongoing complex legal needs as related to transactions with the Securities and Exchange Commission and general corporate business."

About Save The World Air, Inc.

Save The World Air, Inc. is currently engaged in the product development and initial sales and marketing of its products which using proprietary technologies, can be installed on motor vehicles, motorcycles and stationary engines to reduce harmful emissions. The company's ECOChargR™ and MAGChargR™ devices using these patented technologies have been proven in repeated independent laboratory testing to both reduce harmful emissions including Green House Gas (GHG) emissions normally caused by catalytic equipment while still improving fuel efficiency and to enhance overall engine performance. The company's patent-pending CAT-MATE® devices have been proven to reduce harmful CO, NOx, and HC emissions caused by internal combustion engines in repeated independent laboratory testing. For more information, visit the company's website at www.stwa.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.