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# STWA Developing 'Go to Market' Strategy for Products

## Company's ELEKTRA™ and MagChargR™ Technologies Positioned to Address Significant Obama Policy Shifts on Emissions

MORGAN HILL, CA--(Marketwire - March 17, 2009) - Save the World Air, Inc. (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, today announced that the Company has begun working on a comprehensive 'Go to Market' plan for the company's Elektra™ and MagChargR™ products.

"We've worked hard over the past several years to position STWA and the products we have in development for the mass market. The recent announcement that we have been issued a California Air Resources Board Executive Order, clearing our MagChargR products for sale in all 50 states, was a significant milestone," stated Cecil Bond Kyte, Chairman and CEO of Save the World Air, Inc. "Furthermore, we were encouraged to see President Obama's new administration making rapid policy changes, including recent support of individual states efforts to restrict tailpipe emissions and order higher fuel-efficiency standards. The President said these are 'the first steps' toward 'energy independence,' during a ceremony at the White House," added Kyte.

STWA believes these actions will make it easier for states like California to adopt tougher fuel-efficiency rules than the federal standards, which will advance the mandates already initiated and require rapid adoption of emission control technologies like the ELEKTRA.

Kyte added, "The California Air Resource Board (CARB) issued a statement in December, 2008 regarding a mandate to require all diesel trucks operating in California to meet very strict emissions regulations, which in most cases would require retro-fitting of equipment. The CARB estimated that this retrofit would cost roughly \$20,000 per truck. We believe that our ELEKTRA product can help diesel truck owner/operators to comply with the new regulations, while offering a compelling ROI since the product is designed to improve fuel efficiency, saving the truck owner/operators money."

Kyte continued, "Our market research shows that there are currently a minimum of 3.1 million diesel engines operating in the US, 2.1 million of which are registered tractor trailers. This represents a potential multi-billion dollar market. We estimate that we will be able to sell the ELEKTRA product to fleets at a fraction of what CARB estimated the individual retrofits would cost. Focusing on ROI again, the fuel reduction benefit alone will pay for the cost of an ELEKTRA unit."

About Save The World Air, Inc.

Save The World Air, Inc. develops and licenses patented and patent pending flux field pollution control and performance improvement technologies, including the ELEKTRA, ZEFS

and MKIV, which have been scientifically tested and proven to significantly reduce harmful exhaust emissions, improve performance and enhance fuel economy. The products have been engineered to serve as either stand alone pollution control systems or can be used (in conjunction with catalytic converters) to create a more effective total pollution control system that not only reduces harmful emissions, but also decreases greenhouse gases, improves fuel efficiency and boosts performance.

More information including a company Fact Sheet and media articles are available at: [http://www.irthcommunications.com/clients\\_ZERO.php](http://www.irthcommunications.com/clients_ZERO.php), and at: <http://www.magchargr.com>.

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