

July 15, 2009



STWA Pursuing Financing to Bring ELEKTRA™ to Market

Company Working With California Department of Energy Grant Programs for the Alternative and Renewable Fuel and Vehicle Technology Program

SANTA BARBARA, CA--(Marketwire - July 15, 2009) -[Save the World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, is actively pursuing multiple funding and financing opportunities, including newly established government grant programs, to bring its ELEKTRA product to market.

"With the myriad of newly introduced grant and funding opportunities, both at the State and Federal level, it would be a mistake for STWA to overlook these programs," stated Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "We have been in direct contact with representatives from the California Energy Commission in regards to their Alternative and Renewable Fuel and Vehicle Technology Program. Our staff began the process of reviewing the program and speaking with representatives about how STWA could participate. We will continue to actively pursue this non-dilutive potential funding mechanism, as it represents a unique opportunity to get our products to market while minimizing the impact on our stakeholders. To that point, one of my main goals is to protect shareholder value and investigate the options that will get us to where we want to go while retaining the value that has been built up within this company."

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, logos and media articles are available at: http://www.irthcommunications.com/clients_ZERO.php, and at: <http://www.magchargr.com>.

Follow STWA on Twitter: <http://www.twitter.com/stwainc>

Follow STWA on Facebook: <https://www.facebook.com/group.php?gid=50849493541>

Safe Harbor Statement

This press release contains information that constitutes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from any future results described within the forward-looking statements. Risk factors that could contribute to such differences include those matters more fully disclosed in the Company's reports filed with the Securities and Exchange Commission. The forward-looking information provided herein represents the Company's estimates as of the date of the press release, and subsequent events and developments may cause the Company's estimates to change. The Company specifically disclaims any obligation to update the forward-looking information in the future. Therefore, this forward-looking information should not be relied upon as representing the Company's estimates of its future financial performance as of any date subsequent to the date of this press release.