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STWA's Applied Oil Technology (AOT) to Address Growing Market for Pipeline Technology

Proprietary Technology Could Increase Efficiencies for Oil & Gas Pipelines

SANTA BARBARA, CA--(Marketwire - June 23, 2010) - Save The World Air, Inc. (OTCBB: ZERO) ("STWA" or the "Company"), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, commented today that it is in development of product prototypes based on its Applied Oil Technology (AOT) that can address the growing market for oil & gas pipeline efficiencies. The Company's technology can provide greater efficiency and substantial cost savings to land-based and deep sea pipeline operators.

According to "The Oil & Gas Pipelines Market Analysis 2010-2020," the construction of new pipelines, upgrading and maintenance contracts are calculated to be worth a cumulative total of over $100 billion as the pipeline market expands to meet expected demand. Visiongain Ltd., an independent research provider, forecasts that due to increasing demand for oil and gas, the global oil and gas pipeline market will rise from $62.2 billion in 2010 to $100.1 billion in 2020 with a combined annual growth rate (CAGR) over the same period of 6.2%. Visiongain expects that the CAGR from 2010 to 2015 will be 11.4% while the CAGR for 2015-2020 will drop to 1.2%.

Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc., commented, "The growth in the market for oil and gas pipeline technology is taking place during a period of increased government scrutiny following the oil spill in the Gulf of Mexico and growing climate change regulation. STWA is working with industry leaders to be part of the solution. The AOT product has the potential to provide greater energy and pipeline efficiency. Better profit margins can lead to increased integrity and operational endurance as pipeline operators can afford the downtime needed to maintain safety standards."

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: www.stwa.com.