

October 11, 2006



STWA's Process for Magnetic Treatment of Fuels Garner's Favorable Scientific Review in Temple University Study

LOS ANGELES, CA -- (MARKET WIRE) -- October 11, 2006 -- Save the World Air, Inc. (OTCBB: ZERO), today announced the launch of marketing and sales initiatives in the United States, the Gulf States region and Eastern Europe to promote its exclusive licensed technology in product applications which improve the flow of heavy crude oil in pipelines. These initiatives are facilitated by recent positive commercial reaction to the results of the research of Dr. Rongjia Tao, Professor of Physics at Temple University.

The results of a three year study, conducted by Temple University, have been published in the recent edition of the Journal of Energy & Fuel. This study reports that researchers were able to reduce the viscosity of crude oil with magnetic pulses. A patent is pending on the technology studied and Save the World Air, Inc. holds the license to develop commercial applications for this technology.

Dr. Tao reported that exposure of both paraffin-based and asphalt-based crude oil to short pulsed magnetic fields alters surface tension of the fuel molecules, resulting in lower viscosity. According to Dr. Tao's report, as well as his findings published last year in the Journal of Modern Physics, the benefits of exposing such liquids to magnetic fields are believed to have significant value to a variety of applications, including improved oil pipeline efficiency by reducing interruptions due to pipeline cleaning requirements and more efficient fuel delivery systems used on internal combustion engines.

STWA's President and Chief Operating Officer, Bruce McKinnon commented; "We are enthusiastic about the results of Dr. Tao's current study, and believe this technology has applicability to a wide range of products that would compliment and expand our current product lines." John Bautista, STWA's Executive Vice President of Operations, noted; "The results of the Temple University study, as well as similar findings we have obtained from other scientific analyses dealing specifically with the application of magnetic fields to crude oil, gasoline, and diesel fuel hold significant promise to oil producers and consumers alike."

In related news Save the World Air Inc., will be showcasing its new products which feature air pollution reduction, fuel savings and other performance enhancement technologies at this month's INTERMOT motorcycle industry tradeshow in Cologne, Germany and at the SEMA motor vehicle tradeshow, in Las Vegas, Nevada.

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 websites at www.stwa.com, www.magchargr.com and www.stwaperformance.com.

Safe Harbor Statement

Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995: 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.