

December 19, 2006



## **Save the World Air, Inc. Appoints Major General (Ret.) Dennis M. Kenneally as an Advisor to the Company**

LOS ANGELES, CA -- (MARKET WIRE) -- December 19, 2006 -- Save the World Air, Inc. (OTCBB: ZERO) today announced that Major General (Ret.) Dennis M. Kenneally has agreed to provide his advisory services to the Company. Kenneally retired this month as the Assistant Chief of the Bureau of Automotive Repair in California, to which he had been appointed by Governor Arnold Schwarzenegger.

The Bureau of Automotive Repair oversees California's statewide Smog Check, Lamp and Brake Certification programs. The Bureau also licenses and regulates approximately 35,000 automotive repair dealers, 2,000 lamp and brake stations, 7,500 Smog Check stations and 16,000 Smog Check technicians.

Bruce McKinnon, President and Chief Executive Officer of Save the World Air, stated, "With the appointment of Dennis to our team, we'll continue to increase our efforts with all levels of environmental government agencies that share our vision for improved air quality. Save the World Air's ongoing goal is to raise awareness and educate consumers, health officials, OEMs, manufacturers and distributors about the efficacy and cost effectiveness of our products. We believe that Dennis' experience in government and the private sector, as well as his solid business sense, will serve as a tremendous asset as we work towards that goal."

The appointment is most timely considering, as reported last week by the Associated Press, the United States Environmental Protection Agency has given California the authority, beginning January 1, 2007, to require that lawn mowers and other engines of less than 50 horsepower be sold with some form of catalytic converters to reduce emissions. It is estimated that such engines account for approximately 7 percent of smog emissions in California from mobile sources -- roughly the equivalent of 3 million cars.

Kenneally's distinguished 43-year career includes military, government and civilian service. He has served at the federal, state and local government levels, including in two Presidential Administrations. In the private sector, Kenneally was a consultant to the President and CEO of Maxim Systems, a Department of Defense contractor, Vice-President of Pedus Services, a large international multi-service company providing private security and facilities management services with offices in San Diego and Los Angeles Counties, and President and Chief Executive Officer of the Center for Technical Services, Inc.

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 website at [www.stwa.com](http://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.