

STWA to Test Technology for Increasing Efficiency of Oil Pipelines

Chemical-Free Alternative to Address Multi-Billion Dollar Market for Crude Oil Transportation and Deep Sea Extraction

SANTA BARBARA, CA--(Marketwire - October 18, 2010) - STWA, Inc. (OTCBB: ZERO) ("STWA" or the "Company"), an innovative company creating technology focused on energy efficiency of large-scale energy production and improved fuel economy for diesel fleets, announced today that they are in process towards the development and testing of product prototypes based on its chemical-free Applied Oil Technology (AOT™). The technology has the potential to provide greater efficiency and substantial cost savings to land-based and deep sea pipeline operators.

STWA's AOT™ process has been proven in laboratory tests to reduce crude oil's viscosity. This can lead to more efficient oil transportation through pipelines on land and lower extraction costs and transportation for maritime pipeline operators. Current technology includes heating crude oil and injecting Drag Reducing Agent chemicals (DRA) to reduce oil viscosity. The AOT™ method uses an electric field to reduce viscosity, which requires much less energy than traditional heating methods. By reducing the viscosity of crude oil, STWA's technology enables crude oil pipelines to operate more effectively, increasing daily flow of oil while reducing power requirements and the need for expensive chemical additives, thereby offsetting potential environmental liabilities.

"The market for oil pipeline technology that AOT™ can potentially address is growing rapidly. Our findings show that the global oil and gas pipeline market will rise from \$62.2 billion in 2010 to \$100.1 billion in 2020. This comes at a time of increased government and public scrutiny and regulation over how major land- and sea-based oil field companies transport oil," said Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "Based on offering increased crude oil flow capacity, AOT™ has the potential to address this market, reduce cost for the provider and deliver safer and cleaner solutions to this multi-billion dollar marketplace."

About STWA, Inc.

STWA, Inc. (OTCBB: ZERO) is an innovative company creating technology focused on energy efficiency of large-scale energy production and improved fuel economy for diesel fleets. The Company's Patented and Patent Pending technologies, including AOT™ (Applied Oil Technology), under development with Temple University, and ELEKTRA™ (for Improved Diesel Engine Efficiency), provide efficient and cost-effective means of improving the efficacy of crude oil transport and diesel engine efficiency to assist in meeting global increasing energy demands and emission quality standards. Applications include: (AOT™) Crude oil extraction & delivery systems, including oil platforms, oil fields and pipeline transmission systems and (ELEKTRA™) diesel trucks, trains, marine vessels, military fleets

and jet turbines.

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.stwa.com>.

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.