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American Executive Magazine Features STWA CEO

Interview With Cecil Bond Kyte Looks at Energy-Efficiency Company's Turnaround and Future Growth Prospects

SANTA BARBARA, CA--(Marketwire - November 9, 2010) - STWA, Inc. (OTCBB: ZERO) ("STWA" or the "Company"), an innovative technology company focused on improving the efficiency of large-scale energy transportation networks and reducing fuel consumption and emissions in diesel fleets, announced today that a recent interview with STWA, Inc. CEO Cecil Bond Kyte is now available in the current issue of American Executive Magazine.

"This is an exciting time in the evolution of STWA," commented Mr. Cecil Bond Kyte, Chairman and CEO of STWA, Inc. "We have just engaged a global leader in the field of fluid handling systems, to manufacture an AOT™ prototype based on our technology. With this prototype, we are already approved to begin testing at the U.S. Department of Energy's Rocky Mountain Oilfield Testing Center's (RMOTC) U.S. Naval Petroleum Reserve No. 3 (NPR-3) site. We believe that the results we expect will lead to a broad application and acceptance of our proprietary AOT™ technology throughout the industry. This will help our future customers and partners to reduce operating costs in large-scale commercial energy production through greater efficiency for pipeline operators."

Mr. Kyte continued, "In addition to AOT™, our ELEKTRA™ technology offers prospects for improved fuel economy for diesel fleets. This can be accomplished by employing our patented innovations in uniform electric field technology to increase fuel efficiency, reduce emissions and improve performance in fuel injected diesel engines. The recent announcement by the U.S. Environmental Protection Agency (EPA) and Department of Transportation (DOT) to set standards for diesel fuel efficiency and emissions really puts us in the right place at the right time. We are working very closely with industry players to effect major change as we bring our technologies to market."

Mr. Kyte added, "We would like to say 'thank you' to both Erica Garvin of American Executive Magazine, and to Lee Matthews of Dacheng Law, the largest law firm in Asia with offices in New York, for his unsolicited sponsorship. We very much value this chance to restate our appreciation to our shareholder base." Mr. Kyte continued, "The pieces of the puzzle are coming together as we translate our technology from the lab to the field. The strengths of our many relationships, collaborative efforts, and high-volume direct communication between key individuals are pushing our new technology from theory to reality. I would like to express my gratitude to all of the people involved."

American Executive Magazine is a bi-monthly industry publication circulated to 55,000 top-executive readers across North America that offers a unique combination of feature articles, corporate case studies, and essays from the nation's most respected business leaders. To read a digital version of the article and interview with Mr. Cecil Bond Kyte featured in the November 2010 issue, please visit:

<http://americanexecutive.com/current-issue/current-spotlights/7569-save-the-world-air-a-clean-slate>

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>

About American Executive Magazine

American Executive Magazine is a premier bi-monthly publication read by business executives across the entire range of U.S. industries, from retail and banking to consumer products, manufacturing, and energy. Each issue of American Executive contains a unique combination of feature articles, corporate case studies, and essays from the nation's most respected business leaders. The magazine's cover stories feature in-depth looks at emerging trends, new technologies, topical business issues, and forward-thinking chief executive. American Executive is published by RedCoat Publishing. For more information, please visit www.americanexecutive.com.

About Dacheng Law Offices

Founded in 1992, Dacheng Law Offices is one of the first and largest partnership law firms in Asia. In accordance with its commitment to reform and innovation, Dacheng has made significant advancements in establishing a sophisticated management system, an efficient organization, and a specialized team of legal professionals. Dacheng has established an extensive global legal service network, covering most of the major cities and regions in the world. In addition to its headquarters in Beijing, Dacheng also has 28 local offices in China as well as long-term cooperative relationships with large providers of tax, accounting, auditing, business evaluation, and management consulting services. For more information about Dacheng Law Offices, please visit <http://www.dachengnet.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.

Source: Save The World Air, Inc.