

April 5, 2006



Save the World Air Retains CCG Investor Relations

LOS ANGELES, CA -- (MARKET WIRE) -- April 5, 2006 -- Save the World Air, Inc. ("SWA") (OTC BB: ZERO) has retained CCG Investor Relations and Strategic Communications to administer and execute its investor relations campaign. The company focuses on the development, marketing and distribution of devices that reduce harmful emissions caused by internal combustion engines.

"This is a particularly exciting time for the company as we transition into the marketing and sales phase of our ZEFS and CAT-MATE devices," said Bruce McKinnon, President of SWA. "Our innovative line of products to combat air pollution has been proven to not only effectively reduce the level of harmful emissions, but also to bolster vehicle performance and fuel efficiency."

In independent laboratory testing the company's two proprietary devices, ZEFS and CAT-MATES, have significantly reduced the levels of carbon monoxide, nitrous oxide and hydrocarbon emissions in both 2- and 4-stroke engines. Both ZEFS and CAT-MATES are marketable products in that they are cost-effective and easy to install.

CCG's President, Crocker Coulson, commented that, "As SWA continues to secure distributor agreements and partner with OEMs on a global basis to sell its products, the company is well positioned to gain increasing prominence among the investment community and the financial media. This is a propitious time to present SWA's technological innovations and developing growth strategy to a wide audience of investors."

About CCG Investor Relations

CCG is one of the country's leading investor relations agencies. It specializes in managing investor relations for more than 40 publicly traded companies worldwide, including, Accuride Corp., Diodes Inc., Quality Systems, SI International and TRW Automotive Holdings Corp. The full-service investor relations agency has corporate headquarters in Los Angeles, with offices in New York City, Irvine, CA, and Hong Kong. For further information, contact CCG directly, or visit the Company's Web site at www.ccgir.com.

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. The company's revolutionary ZEFS and CAT-MATE patented devices have improved both fuel efficiency and enhanced engine performance in repeated independent laboratory testing. For more information, visit the company's website at www.savetheworldair.com.

Safe Harbor Statement

The statements contained herein, which are not historical, are forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements, including, but not limited to, the company's filings and future filings with the Securities and Exchange Commission, including those set forth in the company's Annual Report on Form 10-KSB for the year ended December 31, 2005.