

January 21, 2009



STWA's Technology Highlighted in Popular Science Magazine

ELEKTRA™ Technology Featured in 'Planet Fixer' Article, February 2009 Issue

MORGAN HILL, CA--(Marketwire - January 21, 2009) - Save The World Air, Inc.'s (OTCBB: ZERO) ELEKTRA™ Technology is highlighted in the February 2009 edition of Popular Science Magazine. The issue was recently released to subscribers and is hitting the newsstands now.

The article, titled "Planet Fixers, Clever Innovations for a Greener Future," highlights technologies that are being developed to provide solutions to existing environmental and energy production issues. A section of the article called "Diesel Diet" focuses solely on STWA's ELEKTRA technology.

"Since this article was released we have received numerous phone calls from companies and organizations worldwide looking for more information on the ELEKTRA," commented Cecil Bond Kyte, Chairman of Save The World Air, Inc. "The excitement and anticipation of the release of our products is very rewarding to everyone on the team at STWA. We are working diligently through the testing and certification processes to bring the ELEKTRA product to the diesel trucking market in 2009."

The Company believes that the prospect for organizations to save millions of dollars annually in fuel costs, depending on the size of the company, is an attractive draw for fleet managers and others who are responsible for managing their organization's fuel consumption. "Even a small percentage fuel savings, when you're talking about fleets that consume millions of gallons annually, quickly becomes meaningful," added Kyte.

"We are enthusiastic about the prospects for this and other technologies at the company. As a significant shareholder myself, I am motivated to work diligently with our partners at Temple, our engineers, staff and consultants to ensure a rapid and effective market roll-out," stated Kyte.

About Save The World Air, Inc.

Save The World Air, Inc. develops and licenses patented and patent pending flux field pollution control and performance improvement technologies, including the ELEKTRA, ZEFS and MKIV, which have been scientifically tested and proven to significantly reduce harmful exhaust emissions, improve performance and enhance fuel economy. The products have been engineered to serve as either stand alone pollution control systems or can be used (in conjunction with catalytic converters) to create a more effective total pollution control system that not only reduces harmful emissions, but also decreases greenhouse gases, improves fuel efficiency and boosts performance.

More information is available at: 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.