

# Historic EPA Finding That Greenhouse Gases Harm Humans

## **STWA'S ELEKTRA™ and MagChargR™ Technologies Positioned to Address Inevitable New Auto Emissions Regulation Proposals; Government Puts Price Tag of Proposed Climate-Related Car Rules at \$60 Billion**

SANTA BARBARA, CA--(Marketwire - December 9, 2009) - [Save The World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, commented today that the company is currently positioned to be part of the solution regarding the EPA's historic announcement that Greenhouse gases endanger human health. The EPA has not yet conducted any analysis regarding the costs of the likely legislation. Some estimates put the price tag of proposed climate-related automobile rules at US\$ 60 billion, with an estimated potential benefit of US\$ 250 billion.

"This announcement is well timed to correspond with the talks in Copenhagen on climate change," commented Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "We believe that strict new regulations will result from these findings, and that it will happen quickly. STWA is in a position to be part of the solution, something that could be of great benefit to our customers, our shareholders, the overall economy and the citizens of the world."

The Obama administration has taken a major step toward the first federal limits on climate-changing pollution from cars, utilities and manufacturing. The study declared that there was compelling scientific evidence suggesting that greenhouse gases endanger human health. The finding announced this week paves the way for the Obama administration to impose far-reaching regulations on industry, including automobile manufacturers who are already struggling to stay in business.

Mr. Kyte further stated, "STWA has a solution that we believe is the most cost-effective technology available for meeting and exceeding current compliance standards. Not only do our products reduce levels of greenhouse gases, they also increase efficiency and increase performance." He continued, "Auto manufacturers are going to have to create new technologies, or adopt existing ones, to reduce emissions. Consumers and manufacturers can't afford to have thousands of dollars added to the cost of a new car. For a few hundred dollars, MagChargR could potentially solve the problem."

EPA Administrator Lisa Jackson commented Monday, "There are no more excuses for delaying," stating that the 'endangerment analysis' from global warming had been under consideration at the EPA for three years. She added that the EPA is, "Obligated to make reasonable efforts to reduce greenhouse pollutants under the Clean Air Act."

"We continue to work diligently to get our products to market. As our shareholders and long-

time supporters are keenly aware, it's been a challenging road. However, the wind is now clearly at our backs, and with the value proposition offered by our technology we are more confident than ever that our products will be accepted as a viable compliance solution," concluded Mr. 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 including a company Fact Sheet, logos and media articles are available at: [http://www.irthcommunications.com/clients\\_ZERO.php](http://www.irthcommunications.com/clients_ZERO.php), and at: <http://www.magchargr.com>.

Follow STWA on Twitter: <http://www.twitter.com/stwainc>

Follow STWA on Facebook: <https://www.facebook.com/group.php?gid=50849493541>

#### 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.