

December 9, 2008



# STWA Retains IRTH Communications, LLC to Provide Investor and Public Relations Services

MORGAN HILL, CA--(Marketwire - December 9, 2008) - STWA, Inc. ("STWA") (OTCBB: ZERO) has retained IRTH Communications, LLC to provide investor and public relations services to the company.

Santa Monica, CA based IRTH focuses on Financial Communications, Investor Relations Management (IRM), and Public Company Marketing services to "Green" companies focusing on alternative, clean technology and socially responsible activities. They have a strong concentration on the Clean Tech space servicing the areas of Solar Energy, Wind Power, Biofuels, Biomaterials, and more.

"We chose IRTH Communications because of their single-minded focus on alternative technology and 'green' businesses," stated Cecil Bond Kyte, Chairman of STWA. "IRTH's representation of STWA ensures that the company will be introduced to the right audience at the right time." He added, "With the incredible volatility we are experiencing in the financial and energy markets on a daily basis it is important to tune out the day to day fluctuations and keep focused on the big picture. Increasing demand, decreasing supply and growing overseas economies will all contribute to higher fuel prices long term. Our technologies address a fundamental problem in an elegant, simple and cost-effective manner."

Andrew Haag, Managing Partner of IRTH Communications, commented, "STWA is a company that addresses a global problem with unique, affordable solutions that provide tangible economic benefit, while reducing emissions and increasing the performance of internal combustion engines. The company is a perfect fit for our practice and we are delighted that they have chosen us as their investor and public relations firm. We look forward to engaging the investment community and telling the STWA story to both retail and institutional investors."

## About IRTH Communications, LLC

IRTH Communications provides Financial Communications, Investor Relations Management ("IRM") and business consulting services to companies focusing on alternative, clean technology and socially responsible activities.

In general, socially responsible investing, sustainable investing & ethical investing describes an investment strategy which seeks to maximize both financial return and social good. Our focus is to serve "Green" businesses as a strategic, value-added advisor and partner.

At IRTH we work to marry the "Green" company with "Green" investors and service providers. Investment can come in many ways; most often it is in the form of capital, services, time and energy. We invest in "Green" companies in the form of our time, energy

and services so that they can meet their capital funding needs by attracting investment capital and market sponsorship from like-minded investors.

About Save The World Air, Inc.

Save The World Air, Inc. develops 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](http://www.stwa.com), and [www.magchargr.com](http://www.magchargr.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.