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STWA's ELEKTRA™ Testing Showing Significant Fuel-Efficiency Gains

Lab Testing With a Perkins 402C Engine Test Stand Showed Fuel-Efficiency Improvements From 9% to 13%

SANTA BARBARA, CA--(Marketwire - August 12, 2009) -[Save the World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, reported today that lab tests being conducted by Dr. Luke Turgeon, PhD, on behalf of the Company are showing significant fuel-efficiency gains between 9% - 13%.

"We are pleased with Dr. Turgeon's findings, which are consistent with what we have been expecting from the ELEKTRA," commented Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "The results obtained are significant enough to be able to demonstrate a Return On Investment (ROI) that we believe will be more than sufficient for the fleet operators and organizations that we have been speaking with about purchasing the ELEKTRA."

Dr. Luke Turgeon, PhD, stated, "There are several factors that we need to consider when evaluating these very promising results. Variables considered under this dynamic-state lab testing include engine break-in, fuel additive fluctuations and the total 25-hour run-time results. We do however strongly believe that most of the improvement is due to the ELEKTRA unit and not these outside factors. Follow-up testing is planned to confirm these findings."

Kyte added, "Of our numerous variations of the working static and dynamically calibrated ELEKTRA prototype units, all are demonstrating solid operational patterns without adverse side-effects. We are much more confident in these lab test results over our previous road-testing due to their controlled scientifically verifiable nature and attention to detail in the controlling of numerous variables."

"We are working as diligently as possible to get through the bench and field testing and bring ELEKTRA to market. Results from testing, both on the road and in the lab, are a crucial part of our initial sales process. We feel that we have a product that will deliver significant results at a price point that will make the ELEKTRA the most cost-effective fuel-efficiency and pollution reduction device on the market."

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, and at: <http://www.magchargr.com>.

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