

STWA and Temple University in Discussions With Representatives From the Department of Defense Regarding ELEKTRA™ Technology

According to Military Statistics Each \$10 Increase in the Price of Oil Costs the Department of Defense (DOD) \$1.3 Billion; Team Is Co-Developing Plan for Use of Technology to Help Improve Energy Efficiency

SANTA BARBARA, CA--(Marketwire - November 3, 2009) -[Save The World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, is developing a plan in conjunction with Temple University for use of the company's technology by divisions of the U.S. defense department.

The U.S. military is the country's largest single consumer of energy. It spent a reported \$13.6 billion in 2006, almost double the amount since the start of the Iraq war in 2003. In the last couple of years energy costs have soared. Every \$10 increase in the price of oil costs the Department of Defense (DOD) \$1.3 billion, according to military statistics.

Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc., commented, "The U.S. military is the top consumers of fuel in the world. We have seen estimates that put the Air Force's fuel bill at roughly \$13 billion annually and Naval fuel costs at an estimated \$3.8 billion for 2008. Therefore, the price of oil and energy efficiency must be a hot topic in times of budget constraints." He added, "To put this in perspective, I have seen it stated that each 1 percent increase in jet fuel prices costs the Air Force \$23 million a year. With respect to the Navy, powering all of the ships is a massive cost. About three quarters of their expenses are fuel-related, which include aircraft, ships and other land based vehicles that comprise the fleet."

Kyte continued, "We believe STWA can help address these costs and improve efficiencies with our ELEKTRA technology and have been in communication with researchers who are exploring new technologies to reduce fuel use. In conjunction with Dr. Rongjia Tao of Temple University, STWA has been developing relationships with technical staff and with decision makers within the armed forces to better understand their needs and how our technologies might best be deployed. Dr. Tao is in contact with the Navy on an ongoing basis regarding other technology initiatives that he is involved with as well."

It is predicted that fuel prices will continue to climb, despite the pullback from the record prices seen last year. Therefore, the government has been looking for creative ways to curb costs without compromising missions.

"A third party has offered to introduce STWA to the governmental team that has been responsible for reducing the energy demand of terrestrial based structures. We are currently in the process of setting up discussions with this team, focusing on reducing the fuel consumption of vehicles as well," stated Kyte. "It is our goal that once we have secured interest in the potential of our technologies from one branch of the military, others will follow."

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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