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STWA to Attend Pipe Tech Americas 2010 Summit

Pipeline Operators, Oil & Gas Majors, Mid-Stream Corporations and Emerging Players to Convene in Houston

SANTA BARBARA, CA--(Marketwire - December 15, 2009) -[Save the World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, announced today that it will be attending the Pipe Tech Americas 2010 Summit in Houston, Texas on January 19th and 20th, 2010.

"The exchange of technical knowledge and project experience is key to successful developments in the pipeline industry. This conference is an amazing opportunity for STWA to showcase our AOT technology. Decision makers from all the majors will be at this event, as well as investors focused on the pipeline industry," stated Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "Pipe Tech will put us in front of the right audience at the right time, via one-on-one meetings with the right people. I believe it will open doors for us that otherwise would take much longer to open."

Key speakers will cover pipeline maintenance and construction both offshore and onshore. Case studies of ongoing, planned and completed projects include the Trans Colorado Pipeline, the Blind Faith Pipeline project, the Uruco-Manaus gas pipeline and the Pemex integrity and maintenance overhaul. The Pipe Tech Americas Summit will discuss current technical challenges facing the industry through an array of international case-studies, workshops and presentations.

A delegate base spanning 30 countries will attend the Conference. Leading heads of pipeline projects and technology will meet and discuss:

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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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.