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New Testing at Temple University Shows STWA's Delivers Measurable and Repeatable Improvements in Reducing the Viscosity of Crude Oil

Results of Pulsed Electromagnetic Treatment of Heavy Crude Oil Demonstrate Commercial Viability

SANTA BARBARA, CA--(Marketwire - October 13, 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 conducted by Dr. Rongjia Tao, PhD, Chairman of Temple University's physics department and inventor of the technology, have demonstrated measurable and repeatable results on reducing the viscosity of crude oil.

Dr. Tao's original testing of the ELEKTRA technology applied to heavy crude oil was contained within a report to one of the world's largest multinational oil companies, and confirmed earlier tests that were sponsored by JGC Corporation of Japan. This additional testing, at Temple University, has shown that the results are measurable and repeatable, which is crucial to demonstrating future commercial viability.

Dr. Rongjia Tao, PhD commented, "In a series of recent side by side comparisons, we ran crude oil through an apparatus that applied the electric field to half of the flow of crude oil, but left the other half of the flow unaffected. We captured six test runs on video. We found that in this series of six test runs, that the flow with the electric field applied, ran up to 30% faster than the flow without the electric field."

Cecil Bond Kyte, Chairman and CEO of Save the World Air, Inc. stated, "The results of Dr. Tao's continued testing demonstrate that Advanced Oil Technology (AOT) holds significant promise throughout the petroleum industry. The testing showed that the technology has a dramatic effect on reducing viscosity of heavy oil resulting in improved flow and lower cost for transportation and that it is a repeatable and measurable improvement."

Light crude oils are simpler to refine than heavy crude oils and tend to trade at a premium price relative to heavy oils. At times this premium has been as much as $20 per barrel. Profit margins for companies with equipment and capacity to refine heavy grades of crude oil can be far larger than for refiners only capable of refining the most expensive grades of oil. Kyte added, "This discovery can be of significant benefit to the oil industry, given the quantity of heavy crude available throughout the world, which has been prohibitive to extract in years past, because of technological, refining, and market pressures."

In his original report, Dr. Tao estimated that substantial cost savings would be generated using the "Pulsed Electric and Magnetic Field" technology, as compared to other methods

which add chemicals or gasoline to heavy crude oils. Based on the results of his study it was estimated that for the electric field device, the operation cost is very small. Estimated energy cost for the operation is about 0.01 KW-h/barrel. Therefore, the operation cost is almost negligible. During the tests, flow rate of the oil through the pipeline [using the device] increased by 20%, and viscosity was reduced by more than 30%. These results were achieved without the benefit of additives to the heavy crude and equate to a cost of only $0.002/barrel, as opposed to as much as $20 dollars per barrel in some extraction regions.

Kyte added, "We believe that the demand for this technology from those companies that move large quantities of oil out of the ground and into production could be significant. We have been approached already by one of the largest oil companies in the world and have executed an NDA with regards to this relationship. Additionally, there are several other large, multi-national companies that we believe will have an interest in this technology and will be opening a dialog with them as testing continues." Kyte, ended, "We are continuously approached by other large organizations with regards to manufacturing and processing applications for our technology."

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.

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