

## **Dr. Rongjia Tao to Chair Upcoming International Conference**

**Leading International Oil Conglomerates and Oil Pipeline Technology Companies, Including Saudi Aramco, and Leading Chemical Companies, Including BASF, Automobile Companies, Including Mercedes-Benz, Are Expected to Attend the Conference**

SANTA BARBARA, CA--(Marketwire - January 6, 2010) - [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 Dr. Rongjia Tao, Chairman of the Temple University Physics Department, has been elected by the international community to Chair The 12th International Conference on Electrorheological (ER) Fluids and Magnetorheological (MR) Suspensions, being held August 16-20, 2010 in Philadelphia, PA.

"Dr. Tao's election to Chair this event, which is the premier intellectual gathering of scientists dedicated to researching the effects of electric and magnetic fields on fluids, validates that there is global recognition that the science behind our technology for reducing the viscosity of oils and fuels is coming into the mainstream," commented Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "Dr. Tao is arguably the world leader in this emerging field, and we could not be more pleased for him. We will continue to support Dr. Tao in any and every way we can, to make sure that his important work becomes a commercial technology as quickly as possible."

Dr. Rongjia Tao, Chairman of the Temple University Physics Department, stated, "I am very grateful to my colleagues for electing me to chair this conference. Scientists from all around the world will be presenting their findings as together we learn more about the interaction of electrical and magnetic fields with functional fluids and other fluids like oil and refined fuels.

"Additionally, I am excited to announce this year that the sponsors of the event include Lord Corporation, a private US manufacturer of adhesive, coating and motion management technologies with sales of \$725 million; BASF, the leading chemical company in the world with 97,000 employees; and Anton Paar GmbH an 1100 employee private Austrian manufacturer of high-end measuring and laboratory instruments for industry and research. I would like to congratulate Lord Corporation for their recent contract from the US Army to evaluate applying the MR technology to the suspension on the Army's HumVee."

Mr. Kyte continued, "I would also like to add that we are continuing to generate tremendous interest in the AOT™ technology from domestic and international players. When crude oil is harvested from cold weather environments such as Alaska or deep underwater, it has to be heated and additives need to be added to make it flow. Our research has shown that we can improve the flow of crude oil for a fraction of the energy needed as compared to heating the oil. AOT has the potential to save large pipeline operators millions of dollars annually. In a market that runs on very thin margins, any advantage these companies can obtain will make

them more competitive and as a result, more profitable."

More information on the event can be found at: <http://www.temple.edu/physics/ERMR2010/>

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](http://www.irthcommunications.com/clients_ZERO.php), and at: <http://www.magchargr.com>.

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