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U.S. Military Is the World's Number One Consumer of Fuel

STWA's ELEKTRA™ Technology Offers a 'Green' Solution to Help Reduce Consumption and Increase National Fuel Security

SANTA BARBARA, CA--(Marketwire - February 11, 2010) -Save the World Air, Inc. (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, will be a "Midshipman" sponsor at the upcoming Energy Futures Symposium 2010. The event is being sponsored by the American Society of Naval Engineers (ASNE) and STWA will use this venue to further advance its ELEKTRA technology with military decision-makers.

Fuel consumption by the military has been steadily increasing. According to U.S. government reporting, the U.S. Department of Defense (DOD) is the single-largest consumer of fuel in the world. In Desert Storm, fuel usage was about four gallons per soldier per day. A Forbes.com article, "The World's Biggest Fuel Consumer," stated that, "By 2007, U.S. operations in the Middle East were using up to 16 gallons, or $3 million worth of fuel a day." Additionally, a Reuter's article entitled "Pentagon says cutting energy use is big priority" claims that, "In fiscal 2008, the Pentagon's fuel bill was $20 billion a year."

Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc., stated, "Our ELEKTRA™ technology can effectively reduce fuel consumption within the U.S. military fleet. The fleet consumes massive amounts of fuel, and it is a major part of the budget; however, cost is not the only concern. The military leadership is realizing that 'greening' the fleet is a top national security issue!"

A report released in May of 2009 by theCenter for Naval Analyses, said the issue of fuel and energy consumption would play a 'key role' in ongoing reviews of defense programs at the Pentagon. The report concluded that heavy U.S. use of fossil fuels, combined with the fragile U.S. electricity grid, posed 'significant security risks' to the country and the military.

The report further warned of the destabilizing nature of increasingly scarce resources, calling on the Pentagon to fully integrate energy security and climate change goals into national security and military planning.

The military sector is well aware of the need to address the issue of fuel consumption and the 'greening' of its fleets. In May 2009, Dr. Ashton Carter, the DOD's Undersecretary for Acquisition, Technology and Logistics, stated, "The department (DOD) had already tripled spending on energy research and development programs to $1.2 billion over the past two years, plus $300 million from the federal stimulus bill."

Military contractors are still scrambling to replace the military's fleet of thousands of Humvees. Fuel energy savings, like what could be gained by implementing the ELEKTRA

technology within existing, or new vehicles, could contribute to greater security and safety for the troops.

According to Dr. Carter, the Pentagon uses 0.3 million barrels a day of oil, about 1.5 percent of the U.S. total usage of 21 million barrels a day. The U.S. accounts for about twenty five percent of total world consumption, which is approximately 86 million barrels a day.

"Energy is a driver. I'm seeing it crop up everywhere," Dr. Carter said. "I'm committed to staying on top of this."

More information on the ELEKTRA technology can be found at:http://www.stwa.com

About Save The World Air, Inc.

Save The World Air, Inc. develops and licenses proprietary, patented and patent-pending flux field viscosity reduction, pollution control and performance improvement technologies. The company's technologies include: Advanced Oil Technology (AOT™), which reduces viscosity in crude oil and diesel fuel; and, ELEKTRA™, ZEFS and MKIV, which have been scientifically tested and proven to significantly reduce harmful exhaust emissions, improve performance and enhance fuel economy. The Company's products have been engineered to serve as either stand-alone systems, or can be used (in conjunction with other technologies) to create a more effective viscosity reduction and pollution control system. When applied to internal combustion engines, the technologies not only reduce harmful emissions, but also decrease greenhouse gases, improve fuel efficiency and boost 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.stwa.com.

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