

September 7, 2006



# **Save the World Air, Inc. and Erin Brockovich to Showcase New ECOChargR™ and MAGChargR™ Product Lines to International Media and Industry at the 2006 SEMA Show**

LOS ANGELES, CA -- (MARKET WIRE) -- September 7, 2006 -- Save the World Air, Inc. (OTCBB: ZERO) Vice President of Environmental Affairs, Erin Brockovich, today announced that she and other members of the STWA team (including former SEMA Chair, Nate Shelton) will be presenting two new product lines which feature air pollution reduction, fuel savings and overall performance enhancement technologies at this year's SEMA show in Las Vegas.

Ms. Brockovich said, "For over five years STWA has been actively engaged in the development of new technologies designed to reduce harmful air emissions and to improve fuel economy and overall performance of internal combustion engines. STWA has commissioned laboratory tests conducted by EPA, CARB, and/or EURO certified labs on its 'ZEFS™' and 'CAT-MATE®' technologies. These technologies not only provide substantial reductions in the amount of harmful emissions produced by internal combustion engines, but also significantly improve fuel economy by as much as thirty percent. We believe our products offer practical solutions to help reduce air pollution and improve fuel economy and performance. We look forward to showcasing the company's new ECOChargR™ and MAGChargR™ products at this year's SEMA show."

The ECOChargR™ product line employs our ZEFS™ and MARK IV technologies and is designed to optimize emissions reduction capabilities based on the flux field technology and, along with the company's CAT-MATE® enhanced catalytic converter product line, is being marketed to OEMs and distributors world wide.

The new MAGChargR™ product line features our ZEFS™ and MARK IV technologies and is designed specifically to maximize the fuel and performance enhancement attributes of the flux field effect.

STWA's Executive Vice President of Operations, John Baustista, stated, "Testing by our own research and development efforts, as well as by independent sources, has demonstrated that the use of ZEFS™ and CAT-MATE® devices generate significant reductions in hydrocarbon, oxides of nitrogen and carbon monoxide emissions and, in the case of ZEFS™ devices, also improves fuel efficiency by lowering gas consumption and increases engine performance. We are especially excited about our new MAGChargR™ products and expect that it will penetrate the consumer market in a broad range of applications."

In related news, STWA President and Chief Operating Officer Bruce McKinnon today

announced STWA has received from Motorcycle Products Consulting Inc. STWA's first order for MAGChargR™ products designed for use on Harley-Davidson® style motorcycles. STWA expects to ship the first 1,000 units covered by this order in October 2006.

About Save the World Air, Inc.

Save the World Air, Inc., is currently engaged in the product development, initial sales and marketing of devices using proprietary technologies that can be installed on motor vehicles, motorcycles and stationary engines to reduce harmful emissions caused by internal combustion engines, as well as improve fuel efficiency and/or improve performance. The company's patented ZEFS™ devices have been shown to reduce harmful emissions, improve both fuel efficiency and enhance engine performance in repeated independent laboratory testing. The company's patent-pending CAT-MATE® devices have been shown to reduce harmful emissions in repeated independent laboratory testing. For more information, visit the company's website at [www.stwa.com](http://www.stwa.com).

Safe Harbor Statement

Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995: Any statements set forth above that are not historical facts are forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Potential risks and uncertainties include, but are not limited to, such factors as market acceptance, ability to attract and retain customers, success of marketing and sales efforts, product performance, competitive products and pricing, growth in targeted markets, risks of foreign operations, and other information detailed from time to time in the Company's filings with the United States Securities and Exchange Commission.