

October 9, 2006



Save the World Air to Exhibit at INTERMOT

LOS ANGELES, CA -- (MARKET WIRE) -- October 9, 2006 --Save the World Air, Inc. (OTCBB: ZERO) announced today that it will exhibit and introduce two new product lines at this month's INTERMOT show in Cologne, Germany.

STWA's President and Chief Operation Officer Bruce McKinnon said, "We are pleased to be in the distinguished company of the more than 1,000 companies from 36 countries as an exhibitor at INTERMOT October 11 through 15, 2006. Our activities at INTERMOT will include the debut of our ECOChargR™ and MAGChargR™ product lines. These products feature STWA's proprietary air pollution reduction, fuel savings and overall performance enhancement technologies. We look forward to expanding our network of distributors worldwide and are actively pursuing licensing arrangements with OEMs, after-market manufacturers and distributors."

Our ECOChargR™ product line employs our ZEFS™ or MK IV technologies and is designed to specifically reduce exhaust emissions in vehicle and small utility motors. Along with the company's CAT-MATE® enhanced catalytic converter product line, the ECOChargR™ is being marketed to OEMs and distributors worldwide.

The new MAGChargR™ product line features our ZEFS™ and MK 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 Bautista 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. Motorcycles and scooters fitted with devices based on our ZEFS™ technologies have exceeded EURO III standards. 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 other news, the Duncan Ende racing team, sponsored by STWA and others, outdistanced the field in Duncan's West Racing IMSA LITES L2 car in the two race event at Road Atlanta in Braselton, Georgia.

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 websites at www.stwa.com, www.magchargr.com and www.stwaperformance.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.