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Respected Electrical Engineer Luke Turgeon, PhD, P.E. Joins STWA

Dr. Turgeon Will Further the Development of the Company's Products in Preparation for Commercialization

MORGAN HILL, CA--(Marketwire - December 30, 2008) - Save The World Air, Inc. (OTCBB: ZERO) today announced that Luke Turgeon, PhD, P.E. has joined the company as an engineering consultant. Dr. Turgeon is working on the design and engineering of the company's products in preparation for commercialization.

Dr. Turgeon is the founder and presently the President of Turgeon Engineering, Inc. He received his BSEE, MSECE, and PhD from the University of Massachusetts in 1971, 1973 and 1977 respectively. He held the position of Assistant Professor at the University of South Dakota School of Mines from 1977 to 1979. From 1979 to 1988 he was a member of the technical staff at AT&T Bell Labs, and from 1988 to present he has been operating Turgeon Engineering.

Cecil Bond Kyte, Chairman of Save The World Air, Inc., stated, "Dr. Turgeon is a welcome addition to the STWA team. His depth of knowledge and experience will be immensely valuable to us as we move the company toward commercialization of our ELEKTRA™ product."

Kyte added, "Dr. Turgeon's experience with semiconductor devices, integrated circuit design and CAD tools will help us to move much more rapidly toward our end goal, which is mass market sales of our products."

While at AT&T Bell Labs, Dr. Turgeon was involved in the development of physical bipolar transistor models for SPICE simulations, developed the first linear array for AT&T Bell Labs, was a leader in the deployment of top down design flow for analog integrated circuit designs, and designed ASICs for ESS5, dc-dc converters, ISDN and the IEEE488 interface. As an independent contractor he has designed ASICs for telephone line feeds, PIN electronics for automatic test equipment, aircraft radar systems, ADSL, cable modems, high reliability laser controllers for submarine optical applications, a CCD driver and a high speed FET driver. He also has developed a mix-signal array for a bi-CMOS process. He has directed the development of a full set of CAD tools (schematic capture, simulation, design rule check, and layout versus schematic verification) at Turgeon Engineering for bi-CMOS mix-signal ASIC design. Dr. Turgeon has been, and continues to be, an advocate of using engineering methodology for the designing of analog integrated circuits.

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 is available at: www.stwa.com.

Safe Harbor Statement

This press release contains information that constitutes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from any future results described within the forward-looking statements. Risk factors that could contribute to such differences include those matters more fully disclosed in the Company's reports filed with the Securities and Exchange Commission. The forward-looking information provided herein represents the Company's estimates as of the date of the press release, and subsequent events and developments may cause the Company's estimates to change. The Company specifically disclaims any obligation to update the forward-looking information in the future. Therefore, this forward-looking information should not be relied upon as representing the Company's estimates of its future financial performance as of any date subsequent to the date of this press release.