

March 10, 2009



STWA ELEKTRA™ Product to Address Diesel Truck Market

Previously Enacted Emissions Legislation in California Serving as Market Catalyst

MORGAN HILL, CA--(Marketwire - March 10, 2009) -[Save the World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, announced today that it has completed work on a comprehensive sales and marketing strategy for its ELEKTRA™ product. The ELEKTRA is designed to be installed on diesel trucks and is aimed at reducing emissions, increasing fuel economy and increasing performance.

"The successful launch of our [MagChargR™](#) product now has us focused on getting the ELEKTRA to market quickly," stated Cecil Bond Kyte, Chairman and CEO of Save the World Air, Inc. "We have spent the last couple of months working on a comprehensive strategy to address what we believe is a major opportunity for our Company. Legislation enacted in California, and likely other States, mandates that diesel trucks meet strict emissions criteria to operate. We are perfectly positioned to address that mandate."

Kyte added, "The immediate impact of ELEKTRA for large diesel fleet operators will be on their bottom lines. Increasing fuel savings by even a small margin will provide an ROI with potentially exponential returns. The cost of having to pull a big rig off the road and replace it is enormous. Using the ELEKTRA product addresses important environmental mandates while boosting ROI by improving fuel efficiency."

According to [Dieselnet.com](#), "Following the identification of diesel particulate matter as a toxic air contaminant (TAC) in 1998, the California Air Resources Board (ARB) developed a comprehensive strategy to control diesel PM emissions. The 'Risk Reduction Plan to Reduce Particulate Matter Emissions from Diesel-Fueled Engines and Vehicles' -- a document approved by ARB in September 2000 -- set goals to reduce diesel PM emissions in California by 75% by 2010 and 85% by 2020.

"This objective would be achieved by a combination of approaches (including emission regulations for new diesel engines and low sulfur fuel program). An important part of the Diesel Risk Reduction Plan are measures for various categories of in-use on-and off-road diesel engines, which are generally based on the following types of controls:

More information is available at: http://www.dieselnet.com/standards/us/ca_diesel.php

According to an April 2007 study from the Freedonia Group, "Diesel Engines to 2011," US demand for diesel engines and related aftermarket parts is forecasted to increase 3.8% annually through 2011 to \$20 billion. Additionally, in 2006 the US Department of Transportation published that there were 3.1 million "Truck, combination" (tractor trailers),

Busses and Class I locomotives in service in the US. With 2.1 million tractor trailers on the road, STWA sees a potential \$5 billion addressable market.

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, and at: <http://www.magchargr.com>.

Follow STWA on Twitter: <http://www.twitter.com/stwainc>

Follow STWA on Facebook: <https://www.facebook.com/group.php?gid=50849493541>

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.