

June 23, 2009



# STWA Provides Business Development and Milestone Update

## Highlights Include Key Developments in Commercialization of Company's Proprietary Energy Efficiency and Air Quality Technologies

SANTA BARBARA, CA--(Marketwire - June 23, 2009) -[Save the World Air, Inc.](http://www.savetheworldair.com) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, is pleased to provide an overview of developments and milestone achievements over the past six months. This is a summary of these developments; more information about STWA and its technologies that improve energy efficiency and air quality can be reviewed at the company's website [www.stwa.com](http://www.stwa.com) or through its public filings at [www.edgar.org](http://www.edgar.org).

"The Company has worked diligently to position itself as a leading player in the multi-billion dollar energy efficiency market with its technologies," stated Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "The milestones we have achieved over the past six months show how we plan to address this market, and how we see the market developing in the state of California and nationally under the Obama Administration."

Recently achieved milestones, in chronological order:

"The current administration, both nationally and at our state level in California, has set the environmental compliance bar very high. This is something that was lacking in the previous administration's policies, and it is serving as a catalyst that is driving increased interest in STWA and its technology," continued Mr. Kyte. "When I first got involved with this company as an investor I was convinced that the technology was something that could address a very serious problem. For the first time since my involvement I can clearly see the vision unfolding and the results of many years of hard work from supportive shareholders, to effective management and consultants."

"Next on our agenda is to finish final testing of the ELEKTRA so that we can get a product into production as soon as possible. We understand the importance of getting this product to market. We are convinced the ELEKTRA will deliver savings in fuel costs and a reduction in emissions; now it's about meeting and exceeding our customers' expectations of the product and our investors' expectations for this company," concluded Mr. Kyte.

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](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.