

November 23, 2009



STWA Mourns Passing of Mr. Steven Bolio, STWA Board Member

SANTA BARBARA, CA--(Marketwire - November 23, 2009) - [Save the World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, is saddened to report that Mr. Steven Bolio, a member of the Board of Directors, passed away on Wednesday, November 18th due to an unexpected illness. Mr. Bolio was 64 years old, and is survived by his wife of 42 years, children and grandchildren.

"The loss of Steve was significant in that besides being a close personal friend, Steve was a colleague with tremendous insight and knowledge of the automotive aftermarket," commented Mr. Chuck Blum, President of Save The World Air, Inc. "He was a valuable resource to STWA, and we were fortunate to have access to his knowledge. He contributed to the direction and strategy of the Company, and although other executives and Board members will be able to pick up the slack, his loss will be deeply felt by the entire STWA family," added Mr. Blum.

Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc., stated, "How does one begin to express the deep sadness and regret that all of us at STWA feel. I worked with Steve for three short years, not nearly enough time to get to know the man who contributed so much to this Company and to his profession."

Mr. Kyte continued, "I came to appreciate Steve through his colleagues and friends, namely Chuck Blum and Nate Shelton. These gentlemen, whom I consider captains of industry, all shared a burning desire to see this Company succeed. In fact, Steve was instrumental in the reorganization of STWA and the positive change that resulted in our current path. I will treasure the personal interactions and the humorous times the most -- and of course his dedication and commitment to this Company. Without Steve we may not have made it as far as we have, however, because of his determination and hard work we are much closer to achieving our goals. Our condolences go out to Steve's family. Steve, you will be missed my friend."

Mr. Bolio was a member of the Specialty Equipment Marketing Association (SEMA). He served for six years on SEMA's Board and five years on its Executive Committee. In 2006 he was inducted into the SEMA Hall of Fame and was a current member of the LTAA Select Committee.

Per his family's request, expressions of sympathy may be made in Steve's memory to the Fisher House Boston Home for Wounded Soldiers, P.O. Box 230, So. Walpole, MA 02071.

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>.

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