

June 23, 2006



Save the World Air Unveils New Web Site

LOS ANGELES, CA -- (MARKET WIRE) -- June 23, 2006 -- Save the World Air, Inc. ("STWA") (OTCBB: ZERO) today announced the launching of its new corporate web site located at www.stwa.com. STWA is engaged in the development, marketing and distribution of an innovative line of products that significantly reduce emissions from internal combustion engines. The Company's proprietary technology, ZEFS, has also been shown to improve fuel efficiency and engine performance in independent laboratory and certified testing facilities.

"We are extremely pleased to announce the new premium site for STWA that showcases the power of our groundbreaking ZEFS and CAT-MATE technologies," commented Bruce McKinnon, President of STWA. "We intend to continue our marketing campaign to secure a position as a global leader in the development of revolutionary products that reduce emissions from internal combustion engines. We believe STWA can emerge as a provider of cost-effective and value-added products to the worldwide combustion engine market."

The web site serves as an effective educational tool and information resource for consumers, investors, manufacturers and OEMs regarding the key aspects and benefits of the ZEFS and CAT-MATE products.

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 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, please visit the company's website at www.savetheworldair.com.

Safe Harbor Statement

The statements contained herein, which are not historical, are forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements, including, but not limited to, the company's filings and future filings with the Securities and Exchange Commission, including those set forth in the company's Annual Report on Form 10-KSB for the year ended December 31, 2005.