

# **California Passes Nation's Toughest Regulations to Cut Diesel Pollution From Over the Road Trucks**

## **New Legislation Will Require Retrofitting of Over 230,000 Existing Big Rigs**

### **STWA's ELEKTRA™ Product Can Cost-Effectively Reduce Emissions and Improve Fuel Economy While Boosting Performance**

MORGAN HILL, CA--(Marketwire - December 18, 2008) - Save The World Air, Inc. ("STWA") (OTCBB: ZERO) reported today that the State of California has unanimously approved legislation that will require the retrofitting of more than 230,000 diesel rigs beginning in 2011. The Air Resources Board stated that the health benefits outweigh the potential financial implications for trucking company owners and operators.

Air Resource Board Chairman Mary Nichols said, "This regulation will save more than 9,000 lives and reduce the toxic emissions that cause cancer and birth defects."

Cecil Bond Kyte, Chairman of Save The World Air, Inc., commented, "The legislation that was just passed is the most comprehensive in the Nation to our knowledge." He added, "We have developed relationships with California State government officials that are leading the way in environmental regulation and reform, and we plan to meet with them over the coming months to discuss how our technology may be one potential solution for trucking companies and independent owner/operators."

According to the State, the regulation is expected to cost trucking companies and independent operators approximately \$5.5 billion. California will offer about \$1 billion in subsidies, but those subsidies will come with conditions and restrictions.

Kyte added, "We believe that our products offer a low cost alternative for retrofitting diesel truck engines that may allow many of the targeted vehicles to achieve the emissions standards they need to meet. Our products are designed to reduce emissions and save fuel. That means that they pay for themselves and increase the profits of the end user as well as help to solve environmental air quality and energy efficiency issues."

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](http://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.