

# US EPA Continues to Propose and Recommend Stronger Air Quality Standards

## STWA's ELEKTRA™ Has Potential to Address Sweeping Federal Legislation Impacting All Areas of Transportation, From Ocean-Going Vessels to Over-the-Road Trucks

SANTA BARBARA, CA--(Marketwire - July 22, 2009) -[Save the World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, as part of its ongoing preparation of a 'go to market' strategy for its ELEKTRA product, has identified several key markets, supported by active or pending legislation to improve domestic air quality.

Recently, the US EPA proposed stronger air quality standards for Nitrogen Dioxide (NO<sub>2</sub>). ELEKTRA may help reduce NO<sub>2</sub> to levels within an acceptable range in low-pressure fuel-injection environments.

"The US EPA is taking an aggressive approach toward NO<sub>2</sub> regulation," stated Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "This is the first time in over 35 years that regulators have proposed strengthening the NO<sub>2</sub> air quality standard. They may have attempted in the past to move towards more stringent standards, however this time they seem to have every intention of passing new legislation and strictly enforcing it."

In California, the California Air Resources Board (CARB) has stated that certain rail vehicles such as track mobiles, rail sweepers, and wheel cranes are subject to the State's in-use off-road diesel vehicle regulation if they can be used off the rails and are not already covered by the cargo handling equipment regulation.

"As the legislators continue to pound away at environmental polluters, more and more legislation is finding its way to the house and senate," added Kyte. "We stated previously that we were in contact with representatives from the California Department of Energy regarding grant programs. We believe that STWA may qualify for some of the programs being outlined, and if so, we will have a non-dilutive mechanism to advance the manufacture and continued development of ELEKTRA."

Kyte added, "It is clear that the new administration is using its majority advantage to re-ignite the EPA and give the existing policies and standards an overhaul. The cost to business is unclear at this time, however it is likely to be substantial. We believe that ELEKTRA and MagChargR™ may offer a very cost-effective potential solution to some of the issues at hand."

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.