

Leading Developer of Oil Pipeline Flow Efficiency Technologies STWA Bolsters Investor Relations Capabilities

SANTA BARBARA, CA -- (Marketwired) -- 09/26/13 -- **Save The World Air, Inc. (STWA)** (OTCQB: ZERO), a developer of applied efficiency technology solutions for oil and fuel delivery systems in the multi-billion dollar global energy market, today announced that it has expanded and streamlined its Investor Relations (IR) capabilities to provide shareholders with greater insight into the commercial potential of the company's technologies and more timely communicate corporate operations information to the capital markets. STWA investors and other interested parties are invited to visit www.STWA.com and register for automated news alerts, regulatory filings, monthly and quarterly reports and other IR content at the firm's [Investor Information](#) webpage.

"It is of utmost importance to STWA management that we communicate efficiently with our existing base of investors and to clearly convey to the financial community at large the commercial potential of our technologies within the global oil and gas industry," said Greggory Bigger, STWA President and Chief Financial Officer. "To answer this need we've restructured our IR processes so investors can gain instantaneous access to up-to-date information about our patented [AOT™ \(Applied Oil Technology\)](#) (.pdf) solutions and the expanding market opportunities for significantly improving the economics of oil extraction and transportation with our Viscosity Reduction Systems."

In making the announcement, Cecil Bond Kyte, Chairman of STWA, added that the company will be continuing its existing relationship with Integra Consulting Group, an IR services firm specializing in fast-growth micro-cap companies, and Equisolve, a provider of IR document hosting solutions, while adding the investor relations services of MarketWired, a newswire agency already in use by STWA for distributing the company's news releases and regulatory filings. Additionally, STWA has retained the services of Steve Bonser, a public relations consultant, to serve as the firm's Director of Communications to manage STWA investor and public relations activities.

"As STWA's technologies continue to find new opportunities with oil transportation companies seeking energy efficient solutions to overcome pipeline capacity challenges, we recognize that an increasingly wider spectrum of private and institutional investors will want more direct and responsive interactions with our organization," Mr. Kyte commented. "For the past several years IRT Communications has fulfilled this role admirably, providing STWA and its loyal investors with stellar service thanks to their single-minded focus on alternative technology and 'green' businesses and the outstanding leadership of Andrew Haag. We thank them for their invaluable contributions to STWA's success to date and look forward to benefiting from their expertise in the future."

About Save The World Air, Inc. (STWA)

STWA, Inc. develops and commercializes energy efficiency technologies that assist in meeting increasing global energy demands, improving the economics of oil extraction and transport, and reducing greenhouse gas emissions. The Company's intellectual property portfolio includes 47 domestic and international patents and patents pending, which have been developed in conjunction with and exclusively licensed from Temple University. More information including an [AOT™ technology overview video](#) and a [Corporate Fact Sheet](#) (.pdf), logos and media articles are available at: www.stwa.com.

About AOT™

AOT™ (Applied Oil Technology) Viscosity Reduction Systems are a suite of commercial crude oil pipeline flow assurance products designed to be installed at pipeline pump stations in the upstream, gathering and midstream sectors.

AOT™ technology reduces the viscosity of crude oil without the need for heat, chemical or polymer additives. The reduction of viscosity holds key benefits to the energy production and transportation industry. The product holds advantages over currently adopted flow assurance technologies in use around the world today.

AOT™ has been independently verified and tested by numerous third party entities such as the United States Department of Energy. Test reports and related links are available on the Company's website.

"Applied Oil Technology™," "AOT™ Midstream," "AOT™ Upstream," and "AOT™" are copyrights and registered trademarks of STWA, Inc.

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.

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