

STWA Applies to Upgrade to OTCQX(R) Marketplace

Trading on OTCQX Would Provide Greater Visibility of STWA Stock to Institutional and Retail Investors

SANTA BARBARA, CA -- (Marketwired) -- 10/23/14 -- **Save The World Air, Inc., d/b/a STWA (the "Company")** (OTCQB: ZERO), a developer of integrated solutions for the energy industry, announced today that it has applied to upgrade its securities to OTCQX®, the best marketplace for U.S. and global companies operated by OTC Markets Group. Currently, STWA stock is traded under the ticker ZERO on OTCQB®, the venture marketplace also operated by [OTC Markets Group](#). Securities traded on OTCQX benefit from greater exposure to the investment community and real-time price transparency for investors.

"Pursuant to recent and unanimous approval by our Board of Directors, I'm pleased to announce that we have filed the required documentation to upgrade our stock to OTCQX," stated [Gregg Bigger](#), STWA Chief Executive Officer and Chairman of the Board. "Moving STWA to this premier marketplace is a natural evolution in our overarching strategy of improving the visibility of our stock to institutional and retail investors and another step toward our [stated strategic objective](#) of moving the Company closer to listing on a major exchange such as NASDAQ or the NYSE."

In making the announcement, Mr. Bigger cautioned that the Company's application is currently under review and that the upgrade could be subject to delays, revisions or non-acceptance by officials at OTC Markets Group.

The OTCQX marketplace is for established, investor-focused U.S. and global companies. To qualify for OTCQX, companies must meet high financial standards, demonstrate compliance with U.S. securities laws, be current in their disclosure, and be sponsored by a professional third-party advisor. Designed for investor-focused companies, OTCQX ensures that investors and brokers have the quality of information that's necessary to intelligently analyze, value, and trade their securities. Currently just over 350 companies trade on OTCQX, ranging from global blue-chip companies to high growth small-cap companies with approximately \$1.7 trillion in aggregate market capitalization.

"Our drive to upgrade to OTCQX further demonstrates our commitment to the highest possible disclosure standards to our shareholders, potential investors and the customers we serve," stated Mr. Bigger. "Bringing greater transparency of our operations and improved visibility of our stock to the investment community is a critical component of fulfilling our mission of providing solutions to the energy industry."

For further information about STWA, Inc., visit www.stwa.com, read our SEC filings at <http://ir.stockpr.com/stwa/all-sec-filings> and subscribe to Email Alerts at

<https://ir.stockpr.com/stwa/email-alerts> to receive company news and shareholder updates.

About STWA, Inc.

STWA, Inc. (Save the World Air, Inc.) STWA, Inc. is a developer and vendor of commercial flow assurance solutions designed to deliver operational benefits to the global energy industry. As a trusted partner and certified supplier to oil producers and transporters here in North America and globally, STWA designs and manufactures industrial-grade equipment for improving the efficiencies and economics of the upstream, gathering and midstream energy sectors. During the recent unprecedented expansion of the energy industry made possible by enhanced crude recovery techniques, STWA has diligently prepared a stable, robust foundation for growth, and is currently entering the market collaboratively with several leading entities within this market. More information is available at: www.stwa.com. STWA, Inc.

Safe Harbor Statement:

Some of the statements in this release may constitute forward-looking statements under federal securities laws. Please visit the following link for our complete cautionary forward-looking statement: <http://www.stwa.com/site-info/disclaimer>

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