

January 12, 2007



Save the World Air, Inc. Names New CFO

LOS ANGELES, CA -- (MARKET WIRE) -- January 12, 2007 -- Save The World Air, Inc. (OTCBB: ZERO) today announced that it has named Charles K. Dargan, II as Chief Financial Officer of the Company effective January 8, 2007. Mr. Dargan has been a member of the board of directors of InterSearch Group Inc, an American Stock Exchange-listed provider of search and advertising services for the Internet, since May 2006. Mr. Dargan received his B.A. degree in Government from Dartmouth College, his M.B.A. degree and M.S.B.A. degree in Finance from the University of Southern California. Mr. Dargan replaces Eugene E. Eichler, whose previously-announced resignation as CFO took effect upon the appointment of his successor. Mr. Eichler continues to serve as a director of the company.

Bruce H. McKinnon, the company's CEO commented, "Charley brings energy, impressive credentials and prior experience as the CFO of a public company to us. I look forward to working with him in further building our company."

In related news, Jerry Joves was appointed to serve as the company's controller and corporate secretary, replacing Alfred Leifer, who has retired.

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. The company's patented ZEFS devices have been shown to reduce harmful emission, improve both 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, visit the company's website at www.stwa.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.