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# STWA, Inc. and Temple University Announce Results in Testing of Fuel Technology

MORGAN HILL, CA--(Marketwire - March 12, 2008) - Save The World Air, Inc. ("STWA") (OTCBB: ZERO) today announced significant test results in the development of applications relating to our electronic fuel product and crude oil treatment technology known as Elektra. STWA holds an exclusive worldwide license for the Elektra technology from Temple University of Philadelphia, Pennsylvania ("Temple").

Dr. Rongjia Tao, Temple's principal researcher of the Elektra technology, reported that in recent dynamometer testing of the technology applied on a used diesel automobile, performance improved 20%. Dr. Tao stated, "The test result also indicates that diesel vehicles will increase their fuel mileage quite significantly once they have our electric fuel device installed. If the road test is under the same ideal condition as our lab test, the fuel mileage should be increased by 20%. Of course, since road tests are usually not under ideal conditions, the actual fuel mileage increase may not be as high as 20%. However, we are confident that our electric fuel device will significantly improve the diesel engine efficiency and is applicable to other internal combustion engines as well."

In other testing, our Elektra technology reduced the viscosity of many types of oil, including dirty motor oil and soybean oil, by roughly 30%. Dr. Tao noted, "Currently, manufacturers and processors heat oil to a high temperature in order to reduce its viscosity. In this way, the heating cost alone is reduced from $.12 to $.03 for production of one gallon bio-diesel. In some regions the cost of heating the production in the winter rises so high that some plants are shut down for 2-4 months a year. In addition to energy savings, manufacturers also can avoid un-wanted chemical reactions and corrosion, which can also occur at high temperature." Dr. Tao has reported considerable interest in the application of this technology by oil producers who are now funding Temple for proof of concept projects in the lab and in the field.

Commenting on today's announcement, STWA President and CEO Chuck Blum stated, "The results of Dr. Tao's studies, along with our similar findings dealing specifically with the application of uniform electrical fields (Elektra) to crude oil, gasoline, diesel, ethanol and biodiesel fuel as well as other industrial processes, hold significant promise and benefit to consumers, manufacturers and oil producers alike. Save The World Air, Inc. has been actively engaged in the development of a variety of advanced applications based on this technology and continues to research products that may prove to significantly reduce emissions, improve fuel efficiency, and increase performance."

About Save The World Air, Inc.

Save The World Air, Inc. is currently engaged in the product development and initial sales and marketing of its products. which using proprietary technologies, can be installed on

motor vehicles, motorcycles and stationary engines to reduce harmful emissions. The company's ECOChargR™ and MAGChargR™ devices using these patented technologies have been proven in repeated independent laboratory testing to both reduce harmful emissions including Green House Gas (GHG) emissions normally caused by catalytic equipment while still improving fuel efficiency and enhancing overall engine performance. The company's patent-pending CAT-MATE® devices have been proven to reduce harmful CO, NOx, and HC emissions caused by internal combustion engines in repeated independent laboratory testing. For more information, visit the company's website at www.stwa.com.

Safe Harbor Statement

Any statements set forth above that are not historical facts are forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Potential risks and uncertainties include, but are not limited to, such factors as market acceptance, ability to attract and retain customers, success of marketing and sales efforts, product performance, competitive products and pricing, growth in targeted markets, risks of foreign operations, and other information detailed from time to time in the Company's filings with the United States Securities and Exchange Commission.