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Temple University Study of Pulsed Electromagnetic Fuel Treatment Yields Dramatic Results in Reducing Oil Viscosity

Scientific Tests Confirm Viability of STWA's ELECTRA Technology in Improving Oil Transportation and Refining Processes

MORGAN HILL, CA--(Marketwire - June 5, 2008) - Save the World Air, Inc. (OTCBB: ZERO) today announced that recently concluded tests that were conducted by the Temple University, Department of Physics, and which were sponsored by a major corporation in the petroleum industry, resulted in substantial reductions in the viscosity of heavy crude oil, when treated with a patent-pending pulsed electromagnetic device. These results confirmed earlier tests and hold direct benefits to a wide variety of processes associated with the oil and gasoline industry, including the more efficient transportation of fuels through pipelines, potential applications to oil refining processes, and improved fuel economy.

The sponsoring corporation, a major international engineering and oil refinery construction company, sponsored the tests and the results indicated substantial reductions in the viscosity of samples of heavy crude oil, with three differing densities. In the petroleum industry, the standard measure of crude oil is API (American Petroleum Institute) gravity and the higher the number, the "lighter" or less dense the crude oil. Crude oils with an API of less than 21.5 are considered "heavy crude oil." Typically, Brent crude is API 38, and is considered "light crude." The NYMEX crude oil futures contracts call for crude with not less than API 37, nor more than API 42. The oil in the test samples had densities of API 11, API 15 and API 21. The reduction in viscosity derived as a result of the use of the pulsed electromagnetic technology, without the heat factor, ranged from 16% for API 11 to 19% for API 21. The results of these tests indicate that oil can be moved more efficiently and at greater speed through pipelines from the wellhead, as well as a host of additional applications in the transportation and refining processes.

Light crude oils are simpler to refine than heavy crude oils and tend to trade at a premium price relative to heavy oils. At times this premium has been as much as $20 per barrel. Profit margins for companies with equipment and capacity to refine heavy grades of crude oil can be far larger than for refiners only capable of refining the most expensive grades of oil. This discovery can be of significant benefit to the oil industry, given the quantity of heavy crude available throughout the world, which has been prohibitive to extract in years past because of technological, refining, and market pressures.

In his report, Dr. Rongjia Tao, Temple University Physicist, estimated that substantial cost savings would be generated using the "Pulsed Electric and Magnetic Field" technology compared to other methods which add chemicals or gasoline to heavy crude oils. Within his scientific report, Dr. Tao stated, "We are very confident that STWA's licensed technology will be able to reduce the viscosity of crude oils, similar to AP 21 by 30% with the

electromagnetic treatment technology. Dr. Tao also reported that in addition to the oil pipelines, this viscosity reduction method may also be useful for heavy crude oil production at oil wells." It is the intent of STWA and Temple University to pursue developing this specific application with major oil producers and refineries.

In his statement concerning these recent developments, STWA Chief Executive Officer, Chuck Blum related, "This most recent scientific study is another in a long line of tests conducted over the past ten years pertaining to the viability of using magnetic and electromagnetic fields to improve viscosity of fuels. STWA has been actively developing a series of devices based on this technology which we believe hold promise throughout a wide range of applications in the oil and automotive industries. With the recent surge in prices worldwide for crude oil and gasoline/diesel, the benefits of utilizing electromagnetic fields in the form of MagChargR and Elektra™ have become even more obvious. The company is continuing its efforts to develop strategic partnerships with oil producers, automotive companies, after-market manufacturers, and retail outlets to assure that this technology is available worldwide."

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 and technologies, which can be installed on motor vehicles, motorcycles, stationary engines and pipelines for petroleum, Bio-Diesel fuels and edible fluids. The company's MAGChargR™ device, 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 improving fuel efficiency and enhancing overall engine performance. The company's patented Elektra™ technology has shown in laboratory testing to significantly reduce the viscosity of petroleum and bio-fuels resulting in improved operation, fuel efficiency and emissions. This technology has shown potential benefits for oil production and refining. 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 STWA's filings with the United States Securities and Exchange Commission.