

January 29, 2009



# **STWA Appoints Cecil Bond Kyte Chief Executive Officer**

## **Charles Blum to Remain the Company's President; Annual Meeting Date Set for April 30, 2009 in Los Angeles, California**

MORGAN HILL, CA--(Marketwire - January 29, 2009) - Save The World Air, Inc. (OTCBB: ZERO) today announced that Mr. Cecil Bond Kyte, currently the Company's Chairman, has been appointed to the position of Chief Executive Officer. Mr. Kyte will assume the roles and responsibilities of the new position beginning January 30, and also remain in the role of Chairman. Mr. Charles (Chuck) Blum, former CEO of the Company, will remain the President.

Mr. Kyte commented, "We are extremely thankful for Chuck's service to the Company. He has brought valuable knowledge, contacts and experience to STWA over the years. We welcome Chuck's continued input and insights as we bring the Company to the next stage of its evolution."

"I have been involved with STWA for many years, and I am more confident than ever that the Company's current leadership will deliver the results our shareholder's are anticipating," stated Mr. Blum. "The discussion to reduce my role in the Company has been on the table for several months. Cecil and I have been working to transition the CEO role and I feel that he is the right person to lead the Company at this time. Furthermore, I am looking forward to retirement in the near future and spending more time with my family."

Separately, the Company has set the date for the Annual Meeting of Shareholders as April 30, 2009. The meeting will be held in Los Angeles, California, however a venue has not yet been determined. The Company will announce the address and time of the meeting in Los Angeles as soon as a venue has been reserved.

About Save The World Air, Inc.

Save The World Air, Inc. develops and licenses patented and patent pending flux field pollution control and performance improvement technologies, including the ELEKTRA, ZEFS and MKIV, which have been scientifically tested and proven to significantly reduce harmful exhaust emissions, improve performance and enhance fuel economy. The products have been engineered to serve as either stand alone pollution control systems or can be used (in conjunction with catalytic converters) to create a more effective total pollution control system that not only reduces harmful emissions, but also decreases greenhouse gases, improves fuel efficiency and boosts performance.

More information is available at: [www.stwa.com](http://www.stwa.com).

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.