

April 28, 2009



# STWA Enters Into Agreement With Pera Innovation Limited

## Leading UK Based Business Support Organization Maintains Relationships With 350 Plus Global Multi-National Companies

MORGAN HILL, CA--(Marketwire - April 28, 2009) -[Save The World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, announced today that it has entered into a mutual non-disclosure agreement with Melton Mowbray, Leicestershire based Pera Innovation Limited, one of Europe's leading innovation and business support organizations with a presence in eight European countries.

Established in the UK over 60 years ago, in 1946 as an industry association owned by the companies it serves. Pera Innovation Limited works to improve the growth and competitiveness of industry and business in Europe. Pera's divisions include: Consultancy, Training, Knowledge and Technology. Pera counts its membership to include over 350 companies and organizations including British Airways, Consignia, Kodak and Rolls Royce.

Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. commented, "We are extremely pleased to be interfacing with Pera. They are a well-respected organization that we believe can open doors for us across the European continent." Kyte added, "As we continue development of our Advanced Oil Technology (AOT) product marketing strategy and begin to look for strategic customers and partners globally, we will need to have solid relationships with organizations that can represent us to the broadest possible base."

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 including a company Fact Sheet, logos and media articles are available at: [http://www.irthcommunications.com/clients\\_ZERO.php](http://www.irthcommunications.com/clients_ZERO.php), and at: <http://www.magchargr.com>.

Follow STWA on Twitter: <http://www.twitter.com/stwainc>

Follow STWA on Facebook: <https://www.facebook.com/group.php?gid=50849493541>

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.