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Temple University Report Verifies Benefits of Applying STWA's ELEKTRA™ Technology for Reducing the Viscosity of Crude Oil

Advanced Oil Technology, Based on the ELEKTRA Platform, Would Be Targeted at Global Oil Pipeline Operators and Multi-National Producers

MORGAN HILL, CA--(Marketwire - April 29, 2009) - Save the World Air, Inc. (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, today announced that laboratory tests which were conducted by the Temple University, Department of Physics, resulted in substantial reductions in the viscosity of heavy crude oil, when treated with a pulsed electromagnetic device.

The test results, which were contained within a report to one of the world's largest multinational oil companies, confirmed earlier tests that were sponsored by JGC Corporation of Japan, and indicated that pulsed electromagnetic treatment of heavy crude oil does, in fact, have a dramatic effect on reducing viscosity of the oil contained within pipelines, resulting in improved flow and lower cost for transportation.

Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc., commented, "The implications of these results hold significant promise throughout the petroleum industry as it wrestles with the high cost of transporting crude oil from the well head to processing facilities, via pipeline networks. We are calling the application, which is a variant of our ELEKTRA technology, Advanced Oil Technology, or AOT."

The Temple study which was prepared and reported to the multinational oil company's chief of pipeline operations, clearly articulates that the incorporation of electromagnetic devices (like those spawned by STWA's early prototypes and licensed to the company for use on pipelines and other applications) could not only dramatically improve the flow of crude oil through existing pipelines, thereby resulting in the more efficient transportation of fuels, but also holds significant promise in reducing the costs associated with the transportation of such fuels.

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. Kyte added, "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, Chair of the Temple University Physics Department,

estimated that substantial cost savings would be generated using the "Pulsed Electric and Magnetic Field" technology, as compared to other methods which add chemicals or gasoline to heavy crude oils. Based on the results of his study Tao stated, "... for the electric field device, the operation cost is very small. We estimate that the energy cost for the operation is about 0.01 KW-h/barrel. Therefore, the operation cost is almost negligible." Based on the results of his analysis Tao went on to state, "During the tests flow rate of the oil through the pipeline [using the device] increased by 20%... and viscosity was reduced by more than 30%." These results were achieved without the benefit of additives to the heavy crude and equate to a cost of only $0.002/barrel, as opposed to as much as $20 dollars per barrel in some extraction regions.

Kyte added, "We believe that the demand for this technology from those companies that move large quantities of oil out of the ground and into production could be significant. As we get further along in the research and development of AOT we will be opening discussions with interested parties who could co-sponsor field testing at existing pipeline facilities both domestically and internationally."

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 and media articles are available at: http://www.irthcommunications.com/clients_ZERO.php, and at: http://www.magchargr.com.

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