

July 15, 2009



# **STWA Pursuing Financing to Bring ELEKTRA™ to Market**

## **Company Working With California Department of Energy Grant Programs for the Alternative and Renewable Fuel and Vehicle Technology Program**

SANTA BARBARA, CA--(Marketwire - July 15, 2009) -[Save the World Air, Inc.](http://www.savetheworldair.com) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, is actively pursuing multiple funding and financing opportunities, including newly established government grant programs, to bring its ELEKTRA product to market.

"With the myriad of newly introduced grant and funding opportunities, both at the State and Federal level, it would be a mistake for STWA to overlook these programs," stated Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "We have been in direct contact with representatives from the California Energy Commission in regards to their Alternative and Renewable Fuel and Vehicle Technology Program. Our staff began the process of reviewing the program and speaking with representatives about how STWA could participate. We will continue to actively pursue this non-dilutive potential funding mechanism, as it represents a unique opportunity to get our products to market while minimizing the impact on our stakeholders. To that point, one of my main goals is to protect shareholder value and investigate the options that will get us to where we want to go while retaining the value that has been built up within this company."

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>.

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