

STWA, Inc. Engages Sichenzia Ross Friedman Ference LLP as Corporate Securities Counsel

Company Taps Leading New York-Based Law Firm to Help Guide the Execution of Its Business Strategy

SANTA BARBARA, CA--(Marketwire - January 21, 2010) - [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 engaged New York City-based securities law firm [Sichenzia Ross Friedman Ference LLP](#) (SRFF) to act as legal counsel on corporate securities issues. For the past 6 years SRFF has been the [nation's leading PIPE issuer](#) law firm, as ranked by PrivateRaise, published by DealFlow Media, Inc.

"We are moving quickly to bring our technology to market and ramp the growth of our Company. In this phase of development, it is important for us to have legal representation that understands financing structures to assist us as we develop our technology and generate interest from larger investors," stated Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "Sichenzia Ross Friedman Ference has immense experience dealing with microcap companies. Over the past several years they have completed hundreds of PIPE transactions where their clients have raised over \$1.5 billion in financing, up-listed to senior exchanges, and advised their clients on mergers and acquisitions."

"STWA's technology, specifically our Applied Oil Technology (AOT™), is beginning to draw a lot of attention from large multi-national organizations that have an interest in pipeline technologies," continued Mr. Kyte. "Management, in consultation with the Company's advisors, felt that it was time to engage a firm with the depth of experience necessary to deal with complex issues, including potential partnerships or technology licensing agreements."

In 2009, according to the PrivateRaise, Sichenzia Ross Friedman Ference LLC represented 43 issuers in transactions totaling \$206 million for an average of \$5 million. This is a substantial increase over 2008 when the Firm represented issuers in 30 transactions totaling \$152 million. Since the Firm was initially ranked #1 in 2004, the firm has completed over 300 PIPE transactions totaling over \$1.5 billion.

Mr. Gregory Sichenzia Esq., Senior Partner at Sichenzia Ross Friedman Ference LLP, added, "STWA is a compelling company and we believe we can be of service to them as they move forward. We are proud to represent 'clean-tech' companies, like STWA."

About Sichenzia Ross Friedman Ference LLP

Sichenzia Ross Friedman Ference LLP (SRFF) provides experienced, professional representation in all matters involving the securities industry, as well as in all general corporate and litigation matters. SRFF's clients range from start-ups to established, listed

companies. They include private and public corporations, partnerships, broker-dealers, bank-affiliated broker-dealers, investment advisors, registered personnel, public and corporate customers and investors, partnerships and other entities. SRFF also advises institutional investors on transactions involving complex securities law considerations. Visit us at www.srff.com.

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, and at: <http://www.magchargr.com>.

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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.