

Pipe Tech Americas 2010 Summit Provides Opportunity for STWA

Decision Makers From Multi-National Oil Pipeline Organizations Gathered to Review New Technologies and Opportunities, Including STWA's Advanced Oil Technology (AOT™)

SANTA BARBARA, CA--(Marketwire - January 27, 2010) -[Save The World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, recently attended the [Pipe Tech Americas 2010 Summit](#) in Houston, Texas on January 19th and 20th, 2010. STWA was showcasing its [Advanced Oil Technology](#) (AOT) at the event.

"This event was a fantastic opportunity for us to meet with key decision makers from some of the world's largest pipeline operators," commented Mr. Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. "I was accompanied by Dr. Rongjia Tao, PhD, inventor of the Advanced Oil Technology (AOT) and current Chair of Temple University's physics department."

"We had an opportunity to meet one-on-one with senior executives from several of the world's leading oil pipeline companies. Dr. Tao spent time discussing the AOT technology in-depth, which generated a lot of interest in what we are doing," added Mr. Kyte.

"Over the next few weeks we'll be answering questions and exchanging data with these prospects. Prior to the conference, we were in active discussions with only one major oil company regarding a pilot project. Now, we are following up with several major pipeline operators including groups in Canada, Montana and California, who reviewed the AOT design and have discussed the details of potential deployments."

Mr. Kyte continued, "We have been approached by an organization interested in funding further research and application development for the AOT technology. This could be a very substantial opportunity for the Company, and we are currently evaluating how best to proceed with the relationship. Over the coming weeks we will be making some important strategic decisions surrounding AOT, as we feel that this technology has immense potential to positively impact the operation of pipelines globally. Therefore it will also play a pivotal role in the growth of STWA, so we want to make sure to align ourselves with the right organizations and operators."

"Additionally, we met with crude oil pump and filter manufacturers that helped us define our objectives in more detail. In these discussions with major crude oil technology suppliers, we have been better able to quantify the economic benefits of our viscosity reduction technology. We are in preliminary discussions with such companies to partner to bring a specialized product to their niche markets," added Mr. Kyte.

"One company President I spoke with was focused on the need and demand for oil, stating that hydrocarbon demand will continue to increase, and that now and in the future, it will be transported through a pipeline. We spoke about the challenges of extracting heavy crude in California and other locations, and how our technology would provide an economic benefit as a supplement or substitute to Drag Reducing Agents (DRA). The burdensome cost of extracting heavy crude, and the need for more cost effective methods of viscosity reduction was echoed by a pipeline operator in Montana and Santa Barbara."

Mr. Simon Wren with the World Trade Group stated that, "The STWA booth was one of the busiest and most heavily trafficked at the show."

As a result of the success at the event, Dr. Tao and Mr. Kyte will be featured speakers at the Pipe Tech Americas 2011 conference.

More information in the AOT technology can be found at: <http://stwa.com/appliedoil.html>

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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