



Trading symbol: ZERO (OTCBB)
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Overview

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Save the World Air, Inc. ("STWA") is an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues. The Company's Patented and Patent Pending technologies, including the innovative ELEKTRA™, under development with Temple University, provide a highly affordable and effective means of meeting the world's increasing emission quality standards, boosting fuel efficiency and improving vehicle performance.

"Patented Innovations in Air Quality & Fuel Efficiency"

STWA products increase energy efficiency and decrease emissions primarily in motor vehicles. The Company's products can be installed on motor vehicles, motorcycles, stationary engines and pipelines for petroleum, Bio-diesel fuels and edible fluids. The Company has entered into an NDA with one of the World's largest oil conglomerates to examine applications for wells and pipelines.

Market Drivers

Air pollution is a chief environmental threat to human health. An estimated 75% of the world's air pollution is attributable to internal combustion engines. The World Bank approximates that an average of 750,000 people die from urban air pollution every year. **STWA's technology improves the efficiency of internal combustion engines which has been proven to significantly reduce emissions.**

- ***Global Clean-Tech market is approximately \$284 Billion and is projected to grow to over \$1.3 Trillion by 2017;***
- ***Global investment in energy technologies has expanded by 60% to over \$92 Billion;***
- ***New administration focused on Clean-Tech and renewables;***
- ***Third world and developing economies 'choking' under the impact of air pollution and its associated health care costs;***
- ***Strict national and global air quality standards getting tougher.***

Company Highlights

The Company's technology came out of academia. Temple University developed the technology and continues to improve upon it through the work of Dr. Rongjia Tao, head of Temple's physics department and a recognized expert in the field. STWA has conducted third-party testing of the technology which demonstrates reductions in emissions, increases in performance and improvements in fuel efficiency.

In August of 2005, the Company established a research and product development facility in Morgan Hill, California, where testing on ELEKTRA™ and ZEFS™ devices for multiple automobiles, trucks, motorcycles, off-road vehicles and stationary engines is ongoing.

In May of 2009 the Company received a State of California Senate Resolution from the Honorable Tony Strickland. Senator Strickland personally presented the Resolution in a ceremony held at the Company's new Santa Barbara office.

Public Company Stats

Ticker: ZERO
CIK: 0001103795
SIC Code: 3714
State of Incorporation: Nevada
Price (06/09/2009): \$0.41
52-wk high/low: \$0.11/\$0.50
Av. volume (90-day): 19,007
Shares outstanding: 65.24 million
Market cap: \$26.75 million

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Management

Cecil Bond Kyte, Chairman/CEO

Mr. Kyte has been a Director since February 21, 2006. Mr. Kyte has been an investor in a number of businesses, including oil and gas and financial business consulting services. He is a co-founder of SwissGuard International, GmbH, a financial consulting firm based in Zurich, Switzerland. Mr. Kyte has been a pilot for over 20 years, serving as an airline Captain and flight instructor, retiring in 2002. He is an auto racing enthusiast and recently won the 2006 SCCA ITA Regional Championship and also "Rookie of the Year" award.

The Company continues to actively develop and finalize variants of the ELEKTRA, ZEFS (Zero Emissions Fuel Systems.. ECO ChargR™ and MagChargR™) devices for use on carbureted, throttle body and multi-port fuel injection and diesel engine systems. In certified laboratory testing, the Company's technologies have reduced air pollution in combustion engines by as much as 56% below Euro 3 standards (reducing greenhouse gases like NOX by as much as 65%), improved overall power by as much as 19%, and enhanced fuel efficiency.

The Problem

The incomplete and inefficient burning of fossil fuel within an internal combustion engine decreases horsepower, reduces fuel economy, and produces a variety of harmful toxic waste products including carbon monoxide (CO), hydrocarbons (HC), oxides of nitrogen (NOx), as well as some particulates.

Unburned engine waste is a principal source of air pollution, which results in respiratory disease, smog, and acid rain. To remedy this situation the auto industry invented catalytic converters as the primary source of emissions control. These devices do reduce the quantity of toxic pollutants emitted from an engine but the process of incinerating unburned engine waste, using a catalytic converter, contributes to global warming through the release of certain greenhouse gases, including CO2.

The Solution

The Company's patented and patent pending flux field pollution control and performance improvement technologies ELEKTRA, ZEFS and MKIV 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 green house gases, improves fuel efficiency and boosts performance.

Product Highlights

ELEKTRA™ employs patented innovations in uniform electric field technology to increase fuel efficiency, reduce emissions and improve performance in fuel injected gasoline and diesel engines. The technology can be installed across vehicle fleets to greatly improve overall fuel consumption and significantly reduce expenses. Applications include diesel trucks, trains, ships and jet turbines.

The ECO ChargR™ and MagChargR™ (ZEFS) products use patented technologies, just prior to combustion. This process alters the surface tension and viscosity of fuels to facilitate vastly improved atomization which results in a more complete combustion, meaning less fuel is wasted by the engine, reducing the amount of exhaust emissions resulting from unburned gas or diesel.

The Company's MagChargR received CARB approval from the State of California Air Resources Board in the first quarter of 2009. This is a major milestone accomplishment, clearing the product for sale in all 50 States.

Strategy for Growth

The Company's operational strategy is predicated on the further research and development, marketing and distribution of the ELEKTRA and ZEFS product lines, and to that end, it has engaged an East Coast based business-consulting firm to assist the Company with marketing services connected with its ELEKTRA-based technology as it applies to tractor-trailer truck and other heavy diesel truck operators.

The Agreement initially targets 5 accounts that represent over 41,000 trucks. In addition, it covers one of North America's largest employee unions, with nearly 1,900 affiliates and 1.4 million members throughout the U.S., Canada and Puerto Rico.

Charles R. Blum, President and Director

Mr. Blum started his career after attending Rutgers University and enlistment in the US Army (1957-1959). From 1960 to 1980 he worked for Keystone Automotive, concluding his tenure there as Vice President of Sales and Marketing.

From 1980 until 2002 Mr. Blum served as President/CEO of Specialty Equipment Manufacturer's Association (SEMA), the world's largest automotive association with thousands of members and significant influence on the automotive industry from the top down. Under his direction, SEMA grew to over three thousand members by 1998. From 2002 to the present, Mr. Blum has been a major consultant to organizations and companies like SEMA, Borla Exhaust, and APC.

Gene Eichler, CFO

Mr. Eichler has served as Chief Financial Officer since May 2002. Mr. Eichler was the Chief Financial Officer and Firm Administrator of the law firm Masry & Vititoe from 1982 to October 2001.

Nathan Shelton, Ind. Director

Steve Bolio, Ind. Director

John F. Price, PhD, Ind. Director

Disclaimer

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