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Save The World Air, Inc.

Advanced Technology for Cleaner Air

Private Placement

New York & Santa Monica, CA- November 24, 2009

Save The World Air, Inc. ("STWA" OTCBB: ZERO), a Santa Monica, CA based company, is an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues. The Company's patenting and patent pending technologies, including the innovative ELEKTRA, under development with Temple University, provide a high affordable and effective means of meeting the world's increasing emission quality standard, boosting fuel efficiency and improving vehicle performance. STWA closed an additional tranche of its Private Placement in which we participated. *"We are pleased to have participated in this company- directed Private Placement and excited to continue investing in all forms of alternative energy. I would like to thank our brokerage firm, Sandgrain Securities, Inc. and in particular their President, Peter Grassel for all his efforts as well as our attorney, Ronniel Levy who did his usual excellent job"*, stated Mark I. Lev, Chairman & CEO of Wellfleet Partners, Inc.

Save The World Air, Inc.

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

About Wellfleet Partners, Inc.

Wellfleet Partners, Inc. (WPs or Wellfleet), which recently celebrated its 11th year anniversary, is a boutique investment and merchant banking, venture capital and financial services and consulting firm, which was founded by Mark I. Lev in early 1998. The Company's emphasis is to engage in a wide variety of corporate finance, venture capital, management consulting and corporate Investment Banking related activities to a broad range of public and private emerging small to medium sized growth companies. In addition, through subsidiaries and/or affiliates, it offers financial and brokerage services and money management as well and has strategic partnerships in London, England, Ra'anana, Tel Aviv, Israel, Dublin, Ireland, Miami and Fort Lauderdale, Florida; Southern California (Los Angeles & San Diego), Northern California (Palo Alto) and in conjunction with MRM Finance LLC opened an office in Beijing, China in 2008. WP's render all its fund raising related activities through **Sandgrain Securities, Inc.**, a registered FINRA broker dealer. For more information, please go to www.wellfleetpartners.com.