



## **AMERICAN AIRES ANNOUNCES DISTRIBUTION PARTNERSHIP WITH BEST BUY MARKETPLACE CANADA**

**JANUARY 16, 2020 – Toronto, Ontario** – American Aires Inc. (CSE: WIFI) (the "Company" or "Aires") is pleased to announce it has entered into the Best Buy Marketplace Agreement dated as of December 5, 2019, and following many weeks of implementation, American Aires' products are now sold online at bestbuy.ca.

The Best Buy Marketplace platform will promote Aires products to the 5.8M e-newsletter subscribers, and expand visibility to many forums, blogs, product reviews. With more than 250M visits, 2.3M orders per year, Best Buy offers Aires another powerful marketing conduit to increase sales in Canada.

All of Aires products are now available for purchase on the Best Buy Marketplace Canada at bestbuy.ca under 'Aires tech' and product sales have commenced.

"We are excited to see Aires Tech products to become the first of their kind in offering EMF protection to be featured in the Best Buy Marketplace." Added Dimitry Serov, President and CEO.

Additionally, in an effort to grow product sales further, Aires looks to employ additional marketing campaigns on bestbuy.ca. These campaigns will be comprised of Digital Marketing with Google Paid Search, and sponsored ads.

"Our sales target exiting 2020 is 1,000 orders a day. With our Best Buy online Market Place Agreement now signed and operational, we are one step closer to achieving this target." Serov adds. "As we move further in 2020, Aires is actively pursuing similar agreements in the USA, Europe, and Canada."

### **About Best Buy Co., Inc.**

**Best Buy Co., Inc.** is an American multinational consumer electronics retailer headquartered in Richfield, Minnesota. It was originally founded by Richard M. Schulze and James Wheeler in 1966<sup>[2]</sup> as an audio specialty store called **Sound of Music**. In 1983, it was re-branded under its current name with an emphasis placed on consumer electronics. Best Buy Co., trades publicly on the New York Stock Exchange under the symbol BBY.

## **About American Aires Inc.**

American Aires is an Ontario based technology company that is focused on the research, development and implementation of innovative technology solutions to allow consumers to safely engage with electronic products of the 21<sup>st</sup> century. The Company is currently engaged in the business of production, distribution and sales of products intended to protect persons from the harmful effects of electromagnetic emissions, which is produced from electronic devices such as cell phones, Wi-Fi routers, tablets and electric cars to name a few. The Company has developed a technology that restructures and transforms electromagnetic field haze into a more biologically-compatible form to reduce the harmful effects of electromagnetic radiation. The Company's current principal products are the Shield Pro, Air Defender Pro and Air Guardian.

For more information please visit: [www.airestech.com](http://www.airestech.com)

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