

AMERICAN AIRES ANNOUNCES PHASE ONE OF A GLOBAL ONLINE ADVERTISING CAMPAIGN

JANUARY 28th, 2020 – Toronto, Ontario – American Aires Inc. (CSE: WIFI) (the "**Company**" or "**Aires**") is pleased to announce that it has commenced phase one of its online advertising and marketing campaign intended to increase product awareness and increase sales globally.

Currently, Aires has sold its products in over 20 countries with little or no advertising to date.

"I am pleased to report we achieved record sales in December 2019, and January 2020 sales are already 60% ahead of last year. What is noteworthy is these record sales have been achieved organically with little advertising spent to date. Now that we are near completion of our new website, designed specifically to handle significantly higher sales volume, we look to now vastly increase our advertising spend." commented Dimitry Servo, President and CEO."

The Company is now beginning its online advertising and marketing campaign comprising of social media ads, web search optimization along with both macro and micro influencers to increase product awareness, and increase sales around the world. This effort is expected to commence in Q2, 2020. Advertising will be supported with the new Aires website, other online sales platforms, promotion of the new product line up for both 5G and pet products as previously announced.

This newly announced advertising campaign is one of several initiatives for Aires to reach this sales objective.

For more information please visit: www.airestech.com

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 21st 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 electronic 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 Air Shield Extreme, Aires Black Crystal, Aires Defender Infinity, Aires Defender Automotive, Air Shield Pro, Air Defender Pro and Air Guardian.

For more information please visit: www.airestech.com

On behalf of the board of directors

Dimitry Serov, President & Chief Executive Officer

Email: dimitry@airestech.com

Phone: (905) 482-4667

Investor Relations:

Samina Deen, Head of Partnerships

Email: samina@airestech.com

Phone: (416) 320-1634

wifi@airestech.com

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