



## AMERICAN AIRES BEGINS SELLING ON AMAZON.CA

**FEBRUARY 14, 2020 – Toronto, Ontario** – American Aires Inc. (CSE: WIFI) (the "Company" or "Aires") is pleased to announce the immediate availability of all Aires products for sale on Amazon.ca.

With hundreds of millions of shoppers across Canada, United States of America, and Mexico, Amazon.ca gives Aires access to a massive audience, vastly increasing product visibility and helping to educate customers on Aires products and technology.

“Demand for protection from the harmful effects caused from the electromagnetic radiation emitted from electronic devices such as cell phone and wi-fi routers is global. Selling our products on Amazon.ca is yet another step that Aires has initiated to capture as much of this global market place that exists before us today” commented Dimitry Servo, President and CEO. “Now with the global roll out of 5G technology and its widely known associated harmful effects, we expect to see sales increasing further as the concerns and need for protection becomes increasing topical and widely known throughout the world.”

At Amazon.ca, in order to drive sales, Aires will implement a complete marketing campaign using all the tools that the platform offers, such as Sponsored Products Ads and Keyword-targeted advertisements. Ads will appear to the right of a user’s computer screen, where customers will see them as well as on the first page of search results and on product detail pages. These sponsored and brand ads are intended to fuel consumer demand, increase sales, allowing Aires to convert the exposure from Amazon.ca into revenue.

Initially, Aires will spend \$5,000 per month (\$60,000 per annum) on advertising on Amazon.ca for Sponsored products, Sponsored brand and Product display ads. Each advertising campaign will track expenses and performance, so Aires can control the costs, paying only when the ad is clicked on, and learn what is working, and then, in turn, fine-tune the next campaigns for optimal sales outcomes. As sales increase, Aires looks to increase its monthly advertising spend to grow sales to the greatest extent possible.

Aires has developed a scientifically proven technology that allows mankind to safely engage with the technology that surrounds us today. The total addressable market for Aires products is global. The Company initiated the Amazon.ca account on December 20, 2019, and on January 29th, 2020, the account went live and began displaying the Company’s products. This will be one of many valuable sales conduits as Aires looks to sell its products worldwide.

## **About Amazon.ca**

The online platform attracted more than 600 million visitors annually and over 130 million customers in USA and Canada. Amazon.ca is the largest online retailer, offering free shipping on eligible orders, and easy returns. Amazon has warehouses in 21 locations in the United States and Canada, offering Prime delivery (next day) to most of their members.

## **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)

## **On behalf of the board of directors**

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