



AMERICAN AIRES ANNOUNCES SALES AND MARKETING INITIATIVES FOR ITS NEW E-COMMERCE PLATFORM

APRIL 29, 2020 – Toronto, Ontario – American Aires Inc. (CSE: WIFI) (the "**Company**" or "**Aires**") is pleased to announce a series of sales and marketing initiatives in an effort to increase sales of its consumer products that reduce the harmful effects of electromagnetic radiation on people and pets.

Aires has begun to gradually increase its ad campaigns on Instagram, Facebook, Bing, Google as well as targeted media buying. Additionally, Aires is now beginning to see a thriving influencer experience that is rapidly expanding and yielding increased sales. All these efforts are intended to increase traffic directly to the Aires website, educate the consumer while driving sales higher and increasing the cart value of the Aires customer.

Aires has also initiated the implementation of a multi-channel marketplace, digital marketing and fulfillment strategy. This effort will reinforce Aires' e-commerce presence in North America by implementing multiple on-line platforms like [amazon.com](https://www.amazon.com), [ebay.com](https://www.ebay.com), [sears.com](https://www.sears.com), [walmart.com](https://www.walmart.com), [walmart.ca](https://www.walmart.ca), [newegg.com](https://www.newegg.com) and [rakuten.com](https://www.rakuten.com). It is expected that Aires' presence on these on-line platforms will increase brand awareness, educate consumers on the benefits of Aires' technology, and ultimately increase product sales.

Aires will also be connecting with exclusive influencers in the industry to scale direct-to-consumer strategy and increase Aires' sales and brand awareness. It is expected that this will produce fresh leads, and also potentially increase product sales.

"With our new e-commerce platform now built and operational, we have begun to increase our sales and marketing efforts to drive product sales higher. This effort has commenced and we soon look to report increased sales figures to our shareholders", commented Dimitry Serov, President and CEO. "I am also pleased to report that with the high level of automation built into the new e-commerce platform, these sales will be fulfilled at reduced cost providing for higher gross margins as previously reported."

The Company's current principal products are the Shield Pro, Aires Defender Pro and Aires Guardian. For more product information, 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 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, Aires Defender Pro and Aires Guardian.

For more information, please visit: www.airestech.com or contact:

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