

American Aires Launches "Next Generation" Direct Response Marketing Campaign

Toronto, Ontario--(Newsfile Corp. - July 16, 2020) - American Aires Inc. (CSE: WIFI) (the "**Company**" or "**Aires**") is pleased to announce that, further to its press release dated March 6, 2020 and the Company's collaborative agreement with Green Space Worldwide Inc. ("**Green Space**") (<https://greenspaceworldwide.com/>), a leading media company, Green Space and Aires have launched their "direct response marketing campaign", the new "Gold standard" in next generation online marketing.

To date, Aires has enjoyed solid sales success with their current online advertising sales campaigns. Aires will continue to market through these proven media channels in addition to this new campaign strategy.

Direct response marketing has become the preferred choice for online businesses and is a proven sales strategy to increase and drive revenue. Using the sophisticated targeting capabilities of online platforms like Google and Facebook (among others), Aires will be advertising their products directly to several key target markets that they have identified as being their greatest opportunities. By tailoring their message to each of these communities and by speaking directly to the needs of these potential customers Aires intends to create a deeper connection with the individuals who are purchasing their products and hope that as a result of this strategy there will be an increase in sales and branding globally for the Company.

Effective July 6th, Aires has launched this new direct response marketing campaign and is scaling this particular advertising budget with a predictable and fixed cost for each customer acquisition made. The Aires brand will also be exposed in a global e-commerce segment, opening additional new sales channels.

"We are pleased with the growth we have achieved to date. This has occurred in a very short period and our new initiative to our existing advertising platform should further increase our sales and revenue" Dimitry Serov, CEO commented. "Aires is committed to exploring and utilizing various advertising sales channels to grow our revenue".

This new campaign will focus on social media, email, and display ads, and is targeting a new audience who are likely to be customers.

Global B2C ecommerce sales are expected to reach \$4.5 trillion by 2021. (Shopify Plus, 2019) (Source: <https://www.hubspot.com/marketing-statistics>)

WHAT IS DIRECT RESPONSE?

The purpose of direct response [marketing](#) is to evoke an immediate response from a potential customer. By catering advertising language and images directly to a group of people with similar interests and beliefs you can create a stronger connection with individuals who may be interested in purchasing your products. This more diverse approach, as opposed to a "one size fits all" marketing message, results in a higher likelihood that the people you are advertising to will do business with you in the near (or even immediate) future. Unlike large scale "branding" initiatives, direct response marketing results are immediate and, more importantly, measurable. This type of marketing leverages the latest in online marketing strategy and technology and works for all businesses, small, medium, and large.

About American Aires Inc. American Aires Inc. is a nanotechnology company which has, developed proprietary silicon-based microprocessors that reduce the harmful effects of electromagnetic radiation (EMR). The technology was developed by a team of highly credited scientists and confirmed by independent third-party validation including peer reviewed studies and publications in scientific journals.

The technology specifically targets cellphones, computers, baby monitors, Wi-Fi radiation and general EMR emitted by consumer electronic devices. Aires has launched a full suite of consumer products under the brand name "Airestech" for use on almost all consumer electronic devices. The Company has adopted a global ecommerce and distribution platform that scales easily as sales grow. Since launching in 2019, Aires has enjoyed exuberant growth. The company has been aggressively building out their ecommerce platform which is now capable of delivering up to 10,000 shipments a day along with recent customer service center agreements. Strategically placed fulfillment centers have been secured to ensure prompt delivery around the globe (see PR Jan. 31, 2020). With the launch of 5G networks around the world, this year, we are seeing an increase of news, reports and leading health organizations discussing the potential harm of EMR and the importance of identifying solutions to reduce these harmful rays. Aires products are the solution. www.airestech.com

On behalf of the board of directors

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