

NEWS RELEASE
February 22, 2021

Symbol: CSE: WIFI
For Immediate Dissemination

AMERICAN AIRES LAUNCH A RECURRING REVENUE SUBSCRIPTION MODEL FOR PRODUCT SALES

February 22, 2021 – Toronto, Ontario – American Aires Inc. (CSE: WIFI) (the "**Company**" or "**Aires**"), is excited to launch an additional purchasing option for customers through the implementation of a multi-year subscription plan for Aires products. The subscription option will be available to customers beginning in March. This new subscription plan is a way to generate a worry-free, predictable revenue stream for Aires and, most importantly, is a way of building strong relationships with customers.

This new business model is based on the idea of selling Aires products using a monthly or yearly recurring subscription payment. In essence, subscription business models focus on creating recurring revenue for the Company, as a single customer pays multiple payments over a longer period of time for prolonged access to a good or service.

The key features of this Subscription model are:

- Improved sale conversion rates by reducing barrier to entry with a lower initial price point
- Provide a higher level of customer service through improved convenience
- Recurring billing offers predictable revenue
- Subscription billing increases return on customer acquisition costs
- Earn more revenue per customer through up-selling and cross-selling
- Improve the customer lifetime value and customer retention
- Reduce the return rate caused by buyer's regret
- Easy to implement.

After significantly increasing revenue and sales in 2020 Aires intends to build upon that momentum by pairing this new subscription sales program with the Company's latest marketing initiatives to create large-scale sales growth. The profitability of this kind of subscription program is highly scalable and will provide Aires with a more predictable revenue stream going forward.

Aires' CEO Dimitry Serov commented, "By providing this new subscription option for the purchase of our products we are making it even easier for potential customers to do business with us, while at the same time, increasing the potential value of each individual customer. This new model is also highly scalable and will provide the Company with a predictable, recurring revenue stream that does not require any additional recurring costs to maintain. We are very excited about offering this solution to our customers and feel it comes at the perfect time as we begin to put significant effort into marketing our products worldwide."

About American Aires Inc.

American Aires Inc. ("Aires") is Canadian-based 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

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confirmed by independent third-party validation including peer reviewed studies and publications in scientific journals. Aires' Lifetune products specifically target EMR emitted by consumer electronic devices such as cellphones, computers, baby monitors, Wi-Fi radiation, including the rapidly expanding next-generation high-speed 5G networks. Aires is listed on the CSE under ticker 'WIFI'. Learn more at www.airestech.com.

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