

NEWS RELEASE
March 2, 2021

Symbol: CSE: WIFI
For Immediate Dissemination

AMERICAN AIRES ANNOUNCES ENTRY INTO PET MARKET IN RESPONSE TO CONSUMER DEMAND

March 2, 2021 – Toronto, Ontario – American Aires Inc. (CSE: WIFI) (the "**Company**" or "**Aires**"), a nanotechnology-based disruptor focused on developing products that reduce the harmful effects of electromagnetic radiation ("EMR") caused by everyday consumer electronic devices, is pleased to announce the launch of an innovative new product targeting the growing pet care market under the name 'Lifetune Pet'. The development of this product comes as a result of significant and ongoing consumer requests and demand, showing clear and strong evidence that individuals who are interested in Aires' products are as concerned for their pets' health as they are for their own well-being and that these individuals are actively looking for a solution. Entering this vertical exposes Aires to a completely new, and as yet untapped, market for the Company.

According to the American Pet Products Association, the number of households that own pets has steadily risen over the years. In 2020 there were more than 65 million households owning a dog, while households with a cat totaled more than 45 million. An increased number of pet owners, growing demand for healthier pet food options and the trend of adopting supplemental health & wellness products for pets, is fueling the total pet care market. The total value of the US pet industry has steadily grown from an estimated \$97.5 billion in 2019 to \$99 billion in 2020, with expectations that this trend will continue, supported by a surge in pet ownership related to working from home during COVID lockdowns.

"We are very excited about the launch of our new pet product which gives Aires access to a new revenue stream and the opportunity to service the huge market of pet owners, which continues to grow steadily year-over-year and represents an unprecedented growth opportunity for American Aires," comments Dimitry Serov, CEO.

Key Product Features

Animals of all sizes are susceptible to the harmful effects of EMR, with smaller animals being at risk to an even greater extent. Aires' Lifetune Pet EMR Modulation Technology is designed to protect pets against the impact of constant EMR emissions from nearby and frequently-used electronic devices such as cell phones, wireless earpieces and headsets, desktop computers, laptops, monitors, smart TVs, baby monitors, Wi-Fi routers and more.

With the capability to provide protection from the latest generation of high-speed 5G technology, as well as all previous generations, Lifetune Pet is a robust collar pendant enclosed in a protective layer, making it durable, waterproof and designed for active pets of all sizes, allowing it to function effectively as a scaled-down Lifetune Personal device (the equivalent protection designed for people).

Marketing Strategy

In order to capture market share and enhance the profile of its revolutionary Lifetune Pet, Aires intends to expand its reach in the pet accessories market by utilizing several marketing initiatives.

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The first effort involves advertising on Google Search, Google Content Networks, YouTube, Microsoft Bing, Instagram, Facebook, and Outbrain, which will enable Aires to reach the widest possible online audience with minimal marketing spend. Through the use of remarketing ads, Aires will be able to identify new website visitors, as well as effectively target return visitors. The ads also complement the Company's other marketing efforts, such as affiliate marketing programs, by helping website visitors who are referred by affiliates convert into customers. Additionally, the ad campaign helps to increase the customer lifetime value by guiding customers to repeat purchases.

The second effort includes an affiliate/influencer campaign, through which Aires intends to find new affiliates within the pet accessories and pet lifestyle niches who can advertise Aires' products on their sites. For these arrangements, Aires will pay commissions to affiliates ranging between 10% and 20%.

Finally, the Company's recently announced innovative drop-shipping marketing strategy for 2021 (refer news release dated 17 February 2021, [here](#)) enables the Company to reach significant numbers of new customers without the associated requisite advertising spend. Third-party e-commerce retailers can effortlessly integrate and offer Aires products from their existing stores, without the retailer needing to purchase and hold the inventory. Instead, once a customer has placed and paid for an order, retailers purchase the items directly from Aires, at which time products are shipped to the customer. This initiative has the potential to expose Aires' complete line of products to hundreds of millions of marketing dollars that are invested by partners into their own e-commerce platforms.

The Company recently launched a full suite of consumer products under the brand name 'Lifetune', which is a key milestone for Aires. Lifetune represents the only known product line currently available to specifically address the global health concerns associated with increased EMR emitted by the latest generation 5G technology (and all previous generations), as well as other data-transmitting electronics, such as cell phones, cordless phones, wireless earpieces, wireless headsets, computers, laptops, monitors, smart TVs, Wi-Fi routers, baby monitors and more. In concert with this new product launch, Aires has adopted a global ecommerce and distribution platform that can easily scale with sales growth.

Since its inception in 2019, Aires has enjoyed exuberant growth and has been aggressively building out its ecommerce platform which is now capable of delivering up to 1,000 shipments per day. These distribution capabilities are supported by newly-added customer service center agreements as well as strategically placed fulfillment centers that can ensure prompt delivery around the world. With a daily average of over 100 transactions, and an average value per purchase of approximately \$300, Aires is strongly positioned to continue growing sales, driving financial performance and generating value for shareholders.

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 confirmed by independent third-party validation including peer reviewed studies and publications

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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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