

**NEWS RELEASE**  
October 7<sup>th</sup>, 2021

**Symbol: CSE: WIFI**  
For Immediate Dissemination

## **AMERICAN AIRES ANNOUNCES STREAMLINED PROCESS FOR INTERNATIONAL PRODUCT DISTRIBUTION AND IMPROVED COST STRUCTURE**

**October 7<sup>th</sup>, 2021 – Toronto, Ontario** – American Aires Inc. (CSE: WIFI) (the “Company” or “Aires”) is pleased to announce that the Company has enhanced its e-commerce experience with the commencement of shipping from fulfillment centres located outside of North America, allowing international customers to receive product in a timely and cost-effective manner. The Company has also successfully negotiated with its primary suppliers to secure a reduction in manufacturing and production costs averaging approximately 20%, which is expected to improve the Company’s bottom line by an estimated 5-7% going forward.

### **International Fulfillment Centres Improve Shopping Experience**

Based on the latest data from eShopWorld (ESW)<sup>1</sup>, an estimated seven out of ten consumers made at least one e-commerce purchase outside their home country in 2020. This significant uptick in cross-border commerce throughout 2020 has continued in 2021. During the first quarter of 2021, Aires realized an increase in transactions of 110% and an increase in revenue from orders outside of the US and Canada of 56%.

To further accelerate international growth and truly reach a global audience, Aires will begin rolling out enhanced cross-border functionality on its website in time for the fast-approaching holiday shopping season. This functionality will enable Aires to offer a localized, customer-centric and cost-competitive shopping experience, as orders can be fulfilled from distribution centers in either North America or Europe. This combination of enhanced customer experience plus convenient and proximal fulfillment for international shoppers is expected to provide faster delivery without incurring duty or local taxes often charged on international shipments. Aires will continue to advance initiatives that can more fully open up cross border commerce, better support the Company’s existing and loyal international customers and support its ability to attract new potential customers from around the world.

Josh Bruni, Chief Revenue Officer at Aires commented: “In my short time with Aires, this move to better serve a global audience might be the one I am most excited about. Beyond the cost savings of a fulfillment center that is situated much closer to where the product is being built, our data shows strong international demand and based on industry trends, we believe this demand will continue growing.

Growth marketers are always searching for tactics offering compound effects that can simultaneously and positively improve major e-commerce metrics such as traffic, average order value, conversion rate and lifetime value. I believe these moves will do just that.

---

<sup>1</sup> source: “Global Voices 2021: Cross-Border Shopper Insights” from e-commerce technology/services provider eShopWorld (ESW)

**NEWS RELEASE**October 7<sup>th</sup>, 2021**Symbol: CSE: WIFI**

For Immediate Dissemination

**Improved Cost Structure**

Consistent with the economics behind most consumer packaged goods, cost of goods sold represents a critical factor that can impact corporate profitability. Aires has been actively working to renegotiate its overall costs of production as a means of increasing gross margins, while maintaining stable sales prices and consistent sales volume. Based on forecast manufacturing and production cost reductions of approximately 20%, Aires expects to enhance its gross margins by an estimated 5-7% as a result.

**About American Aires Inc.**

American Aires Inc. 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 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](http://www.airestech.com).

**On behalf of the board of directors****Company Contact:**

Dimitry Serov, CEO

**Email:** [dimitry@airestech.com](mailto:dimitry@airestech.com)**Telephone:** (905) 482-4667**Website:** [www.airestech.com](http://www.airestech.com)

For further information please contact:

**5 Quarters Investor Relations, Inc.**

Cindy Gray, CEO &amp; Managing Director

**Email:** [wifi@airestech.com](mailto:wifi@airestech.com)**Telephone:** (403) 705.5076

*Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including, without limitation, statements regarding future financial position, business strategy, use of proceeds, corporate vision, proposed acquisitions, partnerships, joint-ventures and strategic alliances and co-operations, budgets, cost and plans and objectives of or involving the Company. Such forward-looking information reflects management's current beliefs and is based on information currently available to management. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "predicts", "intends", "targets", "aims", "anticipates" or "believes" or variations (including negative variations) of such words and phrases or may be identified by statements to the effect that certain actions "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. A number of known and unknown risks, uncertainties and other factors may cause the actual results or performance to materially differ from any future results or performance expressed or implied by the forward-looking information. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company including, but not limited to, the impact of general economic conditions, industry conditions and dependence upon regulatory approvals. Certain material assumptions regarding such forward-looking statements may be discussed in this news release and the Company's annual and quarterly management's discussion and analysis filed at [www.sedar.com](http://www.sedar.com). Readers are cautioned that the assumptions used in the preparation of such information, although considered*

**NEWS RELEASE**October 7<sup>th</sup>, 2021**Symbol: CSE: WIFI**

For Immediate Dissemination

*reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by securities laws.*

*No securities regulatory authority has either approved or disapproved of the contents of this news release. The Shares have not been, nor will they be, registered under the United States Securities Act of 1933, as amended, or any state securities laws, and may not be offered or sold in the United States, or to or for the account or benefit of any person in the United States, absent registration or an applicable exemption from the registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy any common shares in the United States, or in any other jurisdiction in which such offer, solicitation or sale would be unlawful. We seek safe harbour.*

*Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this news release.*

*Not intended for distribution to United States Newswire Services or for dissemination in the United States. Any failure to comply with this restriction may constitute a violation of United States Securities laws.*