

**NEWS RELEASE**

October 26, 2021

**Symbol: CSE: WIFI**

For Immediate Dissemination

## **AMERICAN AIRES LAUNCHES NEW E-COMMERCE PLATFORM**

**October 26, 2021 – Toronto, Ontario –** American Aires Inc. (CSE: WIFI) (the “Company” or “Aires”) is proud to announce the upcoming launch of their new e-commerce web portal, which has been built on Shopify’s newly released Online Store 2.0 framework. By incorporating this newest technology, Aires can take full advantage of Shopify’s platform in order to build, deploy and optimize features and experiences while keeping expedited deployment timelines. Shopify’s industry-best app marketplace provides access to leading marketing and business intelligence tools, which can benefit both Aires and its customers. Furthermore, Aires plans to capitalize on Shopify’s deep integration with leading social media platforms, opening new channels for the continued expansion of Aires’ global customer base.

Aires is focused on the development and implementation of innovative technology solutions that reduce the harmful effects of electromagnetic radiation (EMR). Previously, they built a technology suite designed to provide a fast and smooth mobile experience while also supporting thousands of users simultaneously. “Speed and a world-class mobile experience have always been our top priority,” said Josh Bruni, Chief Revenue Officer. “According to internal sources at Shopify, as well as several external sources, Shopify’s new 2.0 platform is believed to be 35% faster than previous versions, positioning Shopify on par with today’s category leaders.”

Bruni continued to say, “Having spent nearly two decades in the e-commerce industry, I have firsthand user experience with nearly every major platform. Depending on several factors, such as the type of company, the stage of the lifecycle they occupy, their stated business objectives as well as the skills within the team and so on, certain platforms may make more sense than others. Weighing all of these factors, Aires has established that utilizing the new Shopify platform is the best move; particularly given our current position, where scaling customer acquisition and engaging a global audience is of the utmost importance.”

As Aires is able to rapidly test and iterate at all stages of the customer journey, it is expected to move and accelerate the Company’s growth trajectory. Within the e-commerce segment, it is common for platforms to become a bottleneck or hindrance rather than a tool capable of assisting in acceleration. By Aires making this shift, the Company anticipates it will lead to a reduction in development time and costs, while also ensuring access to the critical data required to support the continued growth. Currently, the Company is sharply focused on identifying and unlocking growth potential across all areas of the business, which represents a key milestone. By continuing to focus on efficiencies and improvements, Aires strives to drive positive changes and beneficial impact on every facet under the Company’s control.

Aires anticipates launching the e-commerce portal on the new platform in the first half of November, in advance of the upcoming 2021 holiday shopping season. For updates on this launch and other related news, visit [AiresTech.com](http://AiresTech.com) to sign up for the Company’s email newsletter.

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**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 accredited 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).

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