

American Aires Announces Record Monthly Order Volume

Toronto, Ontario--(Newsfile Corp. - August 1, 2023) - American Aires Inc. (CSE: WIFI) (OTC Pink: AAIRF) ("**Aires**" or the "**Company**"), a leader in scientifically-proven EMF modulation technology, announces a record in monthly order volume. In the month of July, the company received orders totaling C\$1 million, 50% higher than C\$673k received in June of 2023 and 65% higher than C\$611k received in July of 2022. Compared to the previous record which was set during the November 2022 pre-holiday spending season at C\$965k, the July 2023 order volume was 5% higher. The company is very pleased with this summer month result and believes the focus on effective ad spend and careful sales pipeline management positions the company very well for the rest of the year and the upcoming 2023 holiday season.

Josh Bruni, CEO of American Aires, said, "This company milestone serves as a demonstration of the dedication and tenacity of our entire team. Their consistent efforts have continued to turn our strategic vision into tangible results, and for that, I extend my sincere appreciation.

While we recognize and appreciate this achievement, it's important to underscore that these results align with our expectations. Our robust forecasting models and meticulous planning have long predicted this level of success. This achievement reaffirms the accuracy of our forecasts and the effectiveness of our strategies. This is not just a landmark accomplishment, but also a reaffirmation of our team's strength and resilience."

Although the improvement in the inventory levels played an important role in supporting the strong sales, and particularly repeat purchases, management continues to seek external sources of financing, necessary to bolster the company's inventory position in advance of seasonally higher sales in the months of Q3 and Q4. The company expects to provide a further update on the financing progress in the near term.

About American Aires Inc.

American Aires Inc. is a Canadian-based nanotechnology company committed to enhancing well-being and environmental safety through science-led innovation, education, and advocacy. The company has developed proprietary silicon-based microprocessors that reduce the harmful effects of electromagnetic radiation (EMR). Aires' Lifetune products target EMR emitted by consumer electronic devices such as cellphones, computers, baby monitors, and Wi-Fi, including the more powerful and rapidly expanding high-speed 5G networks. Aires is listed on the CSE under the ticker 'WIFI' and on the OTC QB under the symbol 'AAIRF'. Learn more at www.airestech.com.

On behalf of the board of directors

Josh Bruni, CEO

Email: wifi@airestech.com

Telephone: (415) 707-0102

Website: www.airestech.com

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.sedarplus.ca. Readers are cautioned that the assumptions used in the preparation of such information, although considered 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.



To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/175711>