

American Aires Announces Agreement with William Morris Endeavor Entertainment

Toronto, Ontario--(Newsfile Corp. - March 18, 2024) - American Aires Inc. (CSE: WIFI) (OTC Pink: AAIRF) ("**Aires**" or the "**Company**"), a pioneer in cutting-edge technology designed to protect against electromagnetic radiation and optimize human health, is excited to announce a strategic partnership with William Morris Endeavor Entertainment, LLC ("**WME**"), a titan in entertainment, sports, and fashion. This collaboration harnesses the growing interest from elite athletes and performers in Aires' innovative solutions, acclaimed for their EMF protection and enhancement of health and performance. Boosted by the #airesathlete campaign and exemplified by the achievements of figures like UFC star Maycee Barber, this partnership is poised to broaden Aires' impact within the elite performance sphere.

WME, the leader in the global entertainment arena, brings to the table a vast network of world-class artists, athletes, and content creators. With its proven track record in talent management and strategic marketing, WME is perfectly positioned to elevate Aires' footprint, increasing brand reach, engagement and underlining the extensive benefits of Aires' solutions for wellness and performance optimization.

This alliance with WME is designed to capitalize on the momentum Aires has built among top-tier athletes, expanding on the recently launched #airesathlete campaign. The partnership aims to enhance Aires' market presence and brand recognition, emphasizing its pivotal role in EMF protection and advancing physical and cognitive performance.

Endowed with scientifically supported benefits such as enhanced stress management, cognitive function, heart rate variability, and metabolic efficiency, Aires Technology aligns seamlessly with the high standards of athletes and high performers. These individuals, epitomizing peak physiological function, are the quintessential representatives for Aires Technology, embodying its capacity to protect against harmful EMF, elevate performance and expedite recovery.

Josh Bruni, CEO of American Aires, elaborated, "Our collaboration with WME and interactions with elite athletes underscore the universal necessity for Aires Technology in EMF protection and physiological optimization. This partnership is strategic, as WME's extensive reach and influence in the entertainment and sports industries provide the perfect platform to accelerate the adoption of our technology. Their expertise in nurturing talent and creating market opportunities aligns with our mission to broaden the application of Aires Technology, not just for high-performance individuals but for anyone affected by EMF exposure, including those with Electrohypersensitivity. WME's capability to amplify messages and drive trends makes them an ideal partner in our effort to enhance health and wellness in our interconnected world."

"Our partnership with American Aires is a strategic endeavor to amplify their existing success with high-level athletes and performers, utilizing WME's marketing prowess to expand their brand reach and engagement. By tapping into Aires' organic demand and combining it with our extensive network, we're set to accelerate their growth and visibility in the market. This collaboration isn't just about expanding a customer base; it's about strategically positioning Aires as a leader in EMF protection and performance optimization, leveraging the best of both companies to create a significant impact on a global scale," said Mike Zavodsky, Partner at WME, highlighting the combined strengths of Aires' innovative solutions and WME's influential network.

This partnership between American Aires and WME underscores a transformative vision: Aires Technology, already trusted by elite athletes and performers for its unmatched performance and recovery benefits, is poised to become a global standard for EMF protection and physiological optimization. With WME's extensive network of influential talent and its unparalleled marketing capabilities, Aires is strategically positioned to align with the right personalities, crafting compelling narratives that resonate with audiences worldwide. Athletes and entertainers, who are often at the forefront of shaping public

behavior and trends, are the ideal conduits to demonstrate the universal value of Aires Technology. This collaboration not only amplifies the reach and impact of Aires but also cements its role as an essential component of modern well-being, leveraging the power of WME to navigate and dominate the global stage.

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 a proprietary silicon-based resonator that protect against 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 Pink under the symbol 'AAIRF'. Learn more at www.airestech.com.

On behalf of the board of directors

Company Contact:

Josh Bruni, CEO

Website: www.airestech.com

Email: wifi@airestech.com

Telephone: (415) 707-0102

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