

American Aires Partners with Video Platform, Rumble, Launches Campaign Featuring Russell Brand Reading Aires Ads

- Rumble averaged 67 million monthly active users in Q4 2023¹
- Russell Brand's show on Rumble has 1.87 million followers¹
- The video platform reaches potential Aires customers around the world

Toronto, Ontario--(Newsfile Corp. - April 24, 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, has been working with Rumble Inc. in an ongoing effort over the past year to test the traffic and conversion performance of their video platform, Rumble, which averaged global Monthly Active Users (MAUs) of 67 million in Q4 2023, an increase of 16% from Q3 2023¹. That groundwork has now culminated in Aires officially launching a pilot test that consists of a paid ad campaign on Rumble that will feature one of Rumble's most popular influencers, English comedian, actor, and influencer, Russell Brand, reading 1 Aires ad per week over multiple episodes of the Brand's show on Rumble, which has 1.87 million followers. Rumble will also display pre-roll "run of network" ad placements before or after Brand's shows air on Rumble during the campaign. Aires will use the test campaign to determine the full potential of the Rumble platform for scaling up marketing efforts to drive increased sales.

American Aires CEO, Josh Bruni, commented: "It's very significant that this test campaign features Russell Brand. He not only aligns well with the Aires brand but also has a growing global audience through Rumble and across other media platforms that can reach potential Aires customers around the world. Our team is constantly exploring new channels to reach potential customers effectively and efficiently. Rumble has continued to evolve its platform to the point it's become a notable part of our overall strategy. They have been excellent partners in crafting a strategy that not only amplifies our broader message but also allows us to stay within our high bar for performance standards."

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.investors.airestech.com.

On behalf of the board of directors

Company Contact:

Josh Bruni, CEO

Website: www.investors.airestech.com

Email: wifi@airestech.com

Telephone: (415) 707-0102

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¹ Source: <https://www.globenewswire.com/news-release/2024/03/27/2853604/0/en/Rumble-Reports-Fourth-Quarter-and-Full-Year-2023-Results.html>



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