

**FOR IMMEDIATE RELEASE    CONTACT: American Nortel Communications, Inc.**  
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## **American Nortel Communications, Inc. Launches Smart Discount Campaigns**

**SCOTTSDALE, AZ - October 8, 2025** - American Nortel Communications, Inc. (OTC:ARTM) ("American Nortel" or the "Company") continues its aggressive growth trajectory with the rollout of a data-driven repeat sales strategy, offering targeted coupons and time-sensitive incentives to existing customers across its Indian e-commerce platform. With the successful onboarding of thousands of customers since launch, ARTM is now executing smart incentive campaigns — including tiered discounts, spend-based offers, and “next order” coupon promotions — to deepen buyer engagement and boost return order volume. These campaigns are designed to reward recent buyers and encourage quick repurchase cycles, a proven tactic to strengthen customer lifetime value.

“The most cost-effective customer is the one who already bought from you,” said Christine Bieri, Chief Technology Officer at American Nortel. “We’re using real-time purchase data and AI-assisted segmentation to offer the right deal at the right time — whether that’s an amount off a repeat order or a bundled incentive for high-volume buyers.” The company is also adding time-boxed flash offers on the product landing pages, as well as coupon codes in thank-you messages and order confirmations. Early testing of the strategy has shown a measurable lift in return visits and sales conversion rates, especially in mobile-first segments.

“We’re not just scaling in size — we’re scaling in intelligence,” added Bill Williams, CEO. “Driving repeat purchases is the key to predictable revenue and leaner marketing spend. It’s another reason ARTM stands apart in the crowded e-commerce space.”

As American Nortel Communications, Inc. continues expanding its digital footprint and optimizing its infrastructure, the company remains laser-focused on operational efficiency, customer-centric innovation, and long-term value for its shareholders.

About American Nortel Communications, Inc.: American Nortel Communications, Inc. (OTC:ARTM) is a forward-looking communications and e-commerce company focused on innovative technologies, global partnerships, and delivering value through diverse product lines. With a commitment to growth, innovation, and customer satisfaction, the Company continues to expand its presence across key markets worldwide.

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*This news release may contain forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Such statements are based upon our current expectations and speak only as of the date hereof. Our actual results may differ materially and adversely from those expressed in any forward-looking statements. Although the Company believes the expectations in such statements to be reasonable, there can be no assurance that such expectations will prove to be correct.*