

ATHI WITNESSES HIGH INTEREST IN ITS STOCK DUE TO RECENT PURCHASE AND TV ANNOUNCEMENTS BY NATIONAL INDOOR FOOTBALL LEAGUE

July 25, 2016

ATHI had no idea the amount of interest it would attract by announcing it had been purchased by The National Indoor Football League ("NIFL") and the NIFL's plan to televise the upcoming inaugural football season in 2018. On July 15, 2016 the OTC Markets announced that due to promotion regarding ATHI's securities they would place a Caveat Emptor on ATHI's stock symbol for public interest concern.



"The stock price increased dramatically up to \$12.00 per share," said Jack Corn, ATHI's CEO. "We do not and have not promoted our company's stock, so we had no idea why the stock began to increase so much in such a short period of time." "We never anticipated ATHI would attract so much speculation and investor interest," Corn said.

Upon receiving the OTC's notice that a caveat emptor would be placed on its stock, ATHI contacted the OTC to let them know ATHI did not and does not promote its stock and that ATHI is not engaging in any actions to artificially increase its stock price. OTC announced that regardless of that fact the caveat emptor would remain until promotion activities ceased.

Please visit the website, www.niflfootball.com .

National Indoor Football League

The National Indoor Football League, NIFL, is the only Indoor Football League in America partnered with the NFL for officiating in 2004. The NIFL is projecting revenues of \$600 million in their first playing year. NIFL will have national television contracts with Time Warner, Charter, and Comcast as well as Dish Network and Directv. Each week most of the games will be nationally televised on television, aired on IPTV and on mobile apps. Uniquely, NIFL is a strong supporter of local ownership and is requiring every team to take on a limited number of local owners that invest and have ownership in their team. NIFL is "Bringing the fastest growing sport in America to American markets all over the US, Canada, and Mexico.

For additional Information:

media@niflfootball.com

888-633-6435