



PRESS RELEASE

FOR IMMEDIATE RELEASE

Joe McNally announced as new CEO of STR-SpeechTech Ltd.

VICTORIA, BC, Canada – August 22, 2022. STR-SpeechTech Ltd. (STR) is pleased to announce that Joe McNally was appointed CEO of STR on August 1st, 2022. Joe succeeds STR co-founder Craig Dickson, who will continue to work as an advisor to the new CEO.

Joe has dedicated his career to the Aviation industry and brings more than 15 years of extensive experience to the STR team. This includes directing sales and marketing activities for North America, Caribbean, Europe, Asia and Africa. During his career Joe has cultivated new business development opportunities and developed strategic partnerships with international aviation stakeholders for complex projects in Air Traffic Management, Aeronautical Information Management and Communication systems.

Joe has held the Director of Business Development position at STR since May 1st, 2019 and in this role had developed a strong relationship with the STR team and its customers. Joe has led the evolution of the StarCaster product roadmap through business development initiatives by working closely with STR's customers, partners and other industry stakeholders. He has also been a vital contributor to the STR management team by spearheading the development of new and existing roles at STR to support product development and project implementations.



Craig Dickson, who co-founded STR in 1989, is stepping back from the day-to-day operations of the company after 33 years as President and CEO. Craig will remain active in the business as Executive Chair, assisting Joe in an advisory role. This will ensure a smooth transition for Joe and allow him to focus on executing STR's corporate strategy.

"I am grateful for the support and trust Craig has shown me since joining the STR team," Joe McNally, CEO, STR-SpeechTech said. "STR has grown through the years due to Craig's expertise, outstanding work and leadership. I'm excited for the opportunity to continue to build our vision and strategy for our StarCaster product line, working with our highly-skilled team."

About STR-SpeechTech Ltd.

STR-SpeechTech is the leading supplier of text-to-speech systems for mission-critical broadcasting applications. STR's StarCaster text-to-speech systems are deployed throughout the world at Air Traffic Control Towers and Flight Service Stations, where the ability to generate clear and consistent aviation information broadcasts in a natural voice is a key component of operational efficiency and safety. Located in Victoria, Canada, STR has been dedicated to meeting our customers' needs for over 30 years.

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