SOUTH ISLAND PROSPERITY PARTNERSHIP

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New CEO Announced for Greater Victoria's Economic Development Alliance

Island business and community leader Aaron Stone named CEO of South Island Prosperity Partnership

(VICTORIA, BC) South Island Prosperity Partnership (SIPP), Greater Victoria's economic development alliance, today announced Aaron Stone as its new CEO. Stone, who announced this week that he will step down from his third term as Mayor of the Town of Ladysmith to accept the SIPP position, is a seasoned leader with a proven track record in driving business success and as a champion of holistic community prosperity.

"I'm thrilled to be joining the talented team at SIPP," says Stone. "When I decided last year that I would not seek political office in the future, I began to contemplate post-elected life and explore new opportunities. Nothing really ignited the fire in me until I discovered that SIPP was seeking a new CEO, a role that leverages my 25 years of experience in technology, marketing and public service combined with my passion for economic development. The South Island is a vibrant region with immense potential. I am committed to working with our partners and stakeholders to deliver on this potential through continued collaboration and innovation."

Along with serving as Mayor of Ladysmith, Stone founded Uforik Computers Inc. He served as President of the Ladysmith Chamber of Commerce and Chair of both the Island Coastal Economic Trust and the Cowichan Valley Regional District. Prior to this, he was Vice-President of Business Development for Global Media before becoming Director of Interactive Technology and Marketing for the Vancouver Grizzlies.

"After an extensive nationwide CEO search, with hundreds of candidates, we're very pleased how Aaron's skills, passions and network align to SIPP," says SIPP's Board Chair Terry Gunning. "Aaron's collaborative approach and strong commitment to sustainable economic development will accelerate SIPP's mission to build a more innovative, diversified, inclusive and sustainable South Island economy."

Stone succeeds former SIPP CEO Emilie de Rosenroll. Dallas Gislason, currently SIPP's Interim CEO, will continue in the role until Stone begins his new position on October 7th.

Says Gislason, "Over the course of the selection process, I had the opportunity to converse with Aaron on several occasions. I was immediately impressed by Aaron's innovative and ambitious economic development vision for Greater Victoria and his passion for working collaboratively with SIPP's members, including the

region's municipalities, First Nations, private sector, post-secondaries and non-profits. Working across these diverse stakeholder groups takes a special skillset, and I believe Aaron is the right CEO to build on SIPP's momentum as we expand key initiatives, such as the COAST, the Indigenous Prosperity Centre and the Victoria Rising business and essential talent attraction platform."

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About Aaron Stone

South Island Prosperity Partnership's new CEO Aaron Stone is a seasoned leader with a proven track record in driving business success and championing community and economic prosperity. With 25-plus years of experience in technology, marketing and public service, Aaron has successfully led initiatives that have had a significant impact in both the private and public sectors.

As Vice President of Business Development for Global Media Corp, Aaron played a key role in expanding the company's reach and market share through strategic partnerships and innovative product development. Building on that experience, Aaron worked as Director of Interactive Marketing for the Vancouver Grizzlies before founding Uforik Computers Inc., an IT services and retail business.

Turning to public service, Aaron served as President of the Ladysmith Chamber of Commerce, where he advocated for local businesses and promoted economic development initiatives. He was then elected Mayor of the Town of Ladysmith, spearheading a number of transformative projects, including the Partnership for a Vibrant Local Economy with Stz'uminus First Nation, the reinvigoration of First Avenue (winning Canada's Great Street) and completion of award-winning community plans including the Waterfront Area Plan (PIBC Gold) and Official Community Plan (PIBC Silver).

Aaron also served as Chair of the Cowichan Valley Regional District and the Island Coastal Economic Trust, playing a key role in developing strategies for regional economic development and working with non-Indigenous and First Nations leaders to advance economic reconciliation.

About South Island Prosperity Partnership

South Island Prosperity Partnership is Greater Victoria's economic development organization. SIPP was founded in 2016 as a multi-stakeholder alliance of municipal and First Nations governments, post-secondaries, business and industry associations, nonprofits and major employers, now over 70 members strong.

As stewards of Greater Victoria's economic development strategy, we collaborate across sectors and municipalities to harness opportunity, accelerate innovation, drive the creation of household-supporting jobs, and grow economic and social prosperity for current and future generations. SIPP's key initiatives include the Centre for Ocean Applied Sustainable Technologies, the Indigenous Prosperity Centre, Rising Economy and Victoria Rising.