



TGX:TSX-V

TRUE NORTH GEMS

MEDIA RELEASE

## True North Gems Completes Initial Stakeholder Meetings in Greenland

March 3, 2011 (Vancouver) True North Gems is pleased to report that it has successfully completed stakeholder workshop meetings, representing the first stage of the socioeconomic impact assessment (SIA) process for its Aappaluttoq Ruby Project. The SIA is being coordinated by Danish-Greenlandic consultants Grontmij-Carl Bro and is an integral component of the company's exploitation (mining) permit application.

Several meetings were arranged by both True North Gems and Grontmij-Carl Bro over a week long period, allowing for feedback and input from the local communities and other interested stakeholders.

Nicholas Houghton, CEO and President of True North Gems stated "It was extremely gratifying to see the community and other meetings well attended, resulting in a very informative and positive dialogue that will be integral to the success of the project. The knowledge gained from the initial workshops will allow the company to consider the needs and priorities of the local communities as well as the Greenland government and advance our permit application as scheduled."

True North Gems Inc. is listed on the TSX Venture Exchange and is engaged in the exploration and development of Greenlandic and North American coloured gemstone prospects. The Company is a pioneer in coloured gemstone exploration and, currently in Greenland, has the rights to earn 100% interest in the Aappaluttoq ruby and pink sapphire project, holds a 100% interest in the Tsa da Glisza emerald property, Yukon, and the Beluga sapphire property located on Baffin Island, Nunavut. True North's prime focus remains the commercial advancement of the Aappaluttoq Ruby Project in Greenland.

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the release. The Company relies on litigation protection for "forward-looking" statements. The Aappaluttoq project does not yet have a mineral resource or reserve and accordingly no economic evaluation has yet been done. Accordingly, investors are cautioned that, although management is proceeding with an exploitation (mining) permit application, the Aappaluttoq project may never achieve successful commercial production.