

## MEDIA RELEASE

**True North Gems options Yukon nickel, copper, and REE project to Endurance Gold Corporation**

**Vancouver – August 30th, 2010** – True North Gems (TGX – TSX.V) is pleased to announce that it has granted Endurance Gold Corporation (EDG-TSX.V “Endurance”) an option to acquire up to a 75% working interest in the Bandito property, Yukon. Bandito is currently 100% owned by TGX. The Bandito property is located in the Yukon, 155 kilometres east of Watson Lake, 18 kilometres east of North Toobally Lake and 55 kilometres northeast of the road head at Smith Falls, British Columbia.

The Bandito property is underlain by Proterozoic-aged sandstone, argillite and volcanoclastics which have been intruded by Proterozoic-aged (650 Ma) multi-phased and sericite-altered nepheline syenite. TGX has collected grab samples that assay up to 1.2% copper and 9.5% nickel from an approximate one square kilometre hornfels and iron-oxide enriched gossan near the intrusive syenite contact. Grab samples are selective by nature and are unlikely to represent average grades within the gossan, or on the property. The Bandito property was also previously explored for uranium, thorium, and rare earth elements (REE), with some encouraging results for REE. All of these nickel, copper, and REE prospects occur at the convergence of the headwaters of Copper and Zircon creeks between Corundum and Pyrochlore Domes, the topographic highs on the property.

Orientation stream sediment and soil geochemical surveys completed by TGX in 2006 returned anomalous copper, nickel, and arsenic geochemical results that extend the potential for discovery of additional mineralization outside of the currently mapped gossan area on Bandito.

Under the terms of the agreement Endurance can earn an initial 51% joint venture interest in the Bandito property by completing a total of C\$125,000 in cash payments by December 31, 2012 and also completing C\$1,000,000 in exploration expenditures by December 31, 2013. The initial cash payment of \$25,000 is due on regulatory acceptance of the transaction.

Once Endurance earns its 51% interest, it has a further option that will allow Endurance to acquire an additional 24% interest (total 75%) by issuing TGX 200,000 shares of Endurance and completing an additional C\$1,000,000 in exploration expenditures prior to December 31, 2015.

Neither TGX nor the 1980's exploration activities systematically evaluated Bandito for its potential to host significant base or precious metal prospects. Endurance plans to conduct a field program this fall and will also compile all historic data in anticipation of a systematic exploration program in the summer of 2011.

Robert T. Boyd, P.Geo. is a qualified person as defined in National Instrument 43-101 and supervised the compilation of the information forming the basis for this release.

There is no finder's fee payable for this transaction. EDG and TGX share a common Director. The transaction is subject to acceptance by the TSX Venture Exchange.

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 Fiskenaasset ruby and pink sapphire property, and holds a 100% interest in the Qaqqatsiaq ruby property, and in Canada, 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 Fiskenaasset property 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. Certain technical information contained within this press release is 43-101 non-compliant by virtue of the fact that National Instrument 43-101 which governs public disclosure of technical information for mineral exploration properties in Canada is silent with respect to the exploration and technical disclosure of gemstone properties. The company employs high standards for the collection of geological information and exploration data, employs industry recognized professionals as qualified persons to provide oversight and management of the exploration programs and is committed to the implementation of QA/QC protocols to monitor the integrity of the technical information.