

True North Gems appoints Raymond Simpson to Board of Directors

Vancouver –February 26th 2015– True North Gems Inc. (TGX: TSX-V) (“True North” or the “Company”) is very pleased to announce the addition of Mr. Raymond Simpson to their Board of Directors.

Mr. Simpson has over 20 years of experience in the diamond industry and is currently managing director of Diamond Asset Advisors, a Swiss based alternative investment advisor specializing in diamond related investment and financial products. Until recently he was an Executive Vice-President of Dominion Diamond Corp. (“DDC”), formerly known as Aber Resources, then subsequently as Harry Winston Diamond Corporation. In 2003, Mr. Simpson joined DDC, then a junior diamond mining company listed on the Toronto Stock Exchange, to oversee their strategic expansion into retailing. Mr. Simpson ultimately assumed the role of Chief Operating Officer. Mr. Simpson started his career with De Beers where, over a 14-year period, he held a variety of roles ranging from mine resource evaluation to supply/demand forecasting and consumer marketing. As Head of Business Development for the De Beers in London, Mr. Simpson was instrumental in establishing a retail joint venture between De Beers and LVMH Moët Hennessey in 2000.

“I am delighted to join the Board of True North Gems at this exciting time in the Company’s development,” Mr. Simpson stated.

“The business acumen and experience that Mr. Simpson will bring to the Company dovetails perfectly with the growth of True North Gems. Having the opportunity to utilize his diverse knowledge as we go forward will be beneficial to all,” commented Mr. Nicholas Houghton, President and CEO.

In accordance with the Company option plan 500,000 stock options have been granted to Mr. Simpson, with each option vesting immediately, having an exercise price of \$0.17 per share and expiring on February 26, 2020. The issuance of the stock options is subject to the provisions of the Company’s Stock Option Plan, the policies of the TSX Venture Exchange and applicable securities laws

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TRUE NORTH GEMS

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