

## MEDIA RELEASE

## True North Gems Engages EBA Engineering to prepare Mine Plan

January 20th 2011 (Vancouver) True North Gems Inc. is pleased to announce that they have engaged EBA Engineering to prepare the mine plan, resource calculation and preliminary economic assessment, which will form the basis for the company's exploitation (mining) permit application for the Aappaluttoq Ruby Occurrence located in the Fiskenaasset district of South-western Greenland. EBA Engineering Consultants Ltd. A Tetra Tech Group Company, will design the open pit, waste rock and tailings impoundment, and will also be responsible for the mining schedule. As previously announced, MTHojgaard remains responsible for design of mining infrastructure including roadwork, port and other transportation facilities. MTHojgaard's experience in Greenland will provide invaluable knowledge regarding scheduling, permafrost and geotechnical conditions.

The exploitation permit application and resource calculation are scheduled to be completed before the end of the second quarter of 2011.

Nicholas Houghton, CEO and President of True North Gems stated *"The engagement of EBA completes the assembly of our team to take the Aappaluttoq ruby project through permitting to an ultimate production decision. We are extremely pleased to be working with such respected consultants such as EBA, and MTHojgaard on engineering, and Ramboll and Carl Bro on environment and socio-economic matters."*

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, 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.

For further information, contact:

Nicholas Houghton,  
President and CEO

- or -

Ken Shortt,  
Investor Relations

Telephone: 604-687-8055 or 1-800-399-8055

Email: [info@truenorthgems.com](mailto:info@truenorthgems.com)

[www.truenorthgems.com](http://www.truenorthgems.com)

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.