

True North Gems Appoints Jens B. Frederiksen as Executive Vice President for True North Gems Greenland

Vancouver – January 22, 2014 – True North Gems Inc. (TGX: TSX-V) (“True North” or the “Company”) today announced that it has appointed Mr. Jens B. Frederiksen as Executive Vice President for its wholly owned Greenland subsidiary, True North Gems Greenland A/S.

“On behalf of True North, I am delighted to welcome Jens B. Frederiksen to our Greenland team. Mr. Frederiksen brings a great depth of knowledge and experience in Greenlandic and International affairs due to his prominent role in Politics and Law Enforcement,” stated Nicholas Houghton, President and CEO of True North Gems.

Mr. Frederiksen previously served the country as the Vice Premier and Minister for Housing, Infrastructure and Transport during his nine year tenure as a member of Parliament in Greenland. He also brings extensive experience in security, logistics and personnel management through his prior twenty-three year career with the Greenland Police Force.

“We are extremely pleased that we have been able to attract Jens. The experience and competencies he brings will be a significant addition as we prepare for future production.”, expressed Bent Olsvig Jensen, Managing Director of True North Gems Greenland. *“It’s an incredibly exciting time for True North and we all look forward to working closely to further develop the Aappaluttoq Ruby Mine.”*

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