

## True North Gems appoints Hayley Henning as Vice President for Marketing and Development

**Vancouver – February 2nd, 2015** – True North Gems Inc. (TGX: TSX-V) (“True North” or the “Company”) is pleased to announce that Hayley Henning has been appointed V.P Marketing and Development.

*“It is an exciting time in the colored gemstone industry as True North Gems moves toward sustainable multi-year production of the first Arctic source of ruby and pink sapphires. I’m thrilled to be a part of this incredible project and look forward to contributing my depth of experience and knowledge to introduce these gems to the international market”* says Hayley Henning.

Ms. Henning strengthens the Company with twenty years of marketing and corporate social responsibility (CSR) experience in the gemstone and jewellery industry. Her career highlights include her role for the last several years as Executive Director of the Tanzanite Foundation, the marketing division of TanzaniteOne Mining Ltd, where she was responsible for:

- **Developing and implementation of strategic marketing initiatives and partnerships to generate Global awareness for Tanzanite to stimulate sales and desirability.**
- **Creating educational and marketing materials used worldwide, and acted as the global company spokesperson representing TanzaniteOne Ltd to the International media.**
- **Managing and maintaining Sightholder relationships, and communicating marketing initiatives.**
- **Coordinating company Corporate Social Responsibility (CSR) programs, which includes various schools, orphanages and empowerment projects, all of which have been recognized by The United Nations and CIBJO,**

*“Hayley brings the experience and skill sets that will add depth and capacity to True North’s evolution from explorer to gem producer and her appointment will bring immediate value”* stated Nicholas Houghton President and CEO *“Her years of involvement in Gemstone and Jewellery marketing will also be of great service to our future clientele”*

The Company also announces that it has granted 7,100,000 stock options to its directors, officers, employees and consultants. The options have an exercise price of \$0.16 per share and will expire on January 29, 2020.

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



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## TRUE NORTH GEMS

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 coloured 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.

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This document contains “forward-looking information” and “forward-looking statements” (together, “forward-looking statements”) within the meaning of applicable securities legislation, which are made as of the date of this document or the document(s) referred to herein. Statements that express predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (often, but not always, using words or phrases such as “expects”, “anticipates”, “plans”, “projects”, “estimates”, “intends”, “strategy”, “goals”, “objectives” or variations thereof or stating that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved, or the negative of any of these terms and similar expressions) are not statements of historical fact and may be forward-looking statements. Forward-looking statements include, without limitation, statements with respect to: the amount of mineral reserves and mineral resources; the amount of future production over any period; net present value and internal rates of return of the proposed mining operation; capital costs; operating costs; strip ratios and mining rates; and mine life. The forward-looking statements are made based upon certain assumptions which, if untrue, could cause the actual results, performances or achievements of the Company to be materially different from future results, performances or achievements expressed or implied by the forward-looking statements. These assumptions include, without limitation: the price of gemstone products produced; anticipated costs; the presence of and continuity of gemstones at modeled grades and values; the capacities of various machinery and equipment; the availability of personnel, machinery and equipment at estimated prices; exchange rates; appropriate discount rates; tax rates applicable to the proposed mining operation; financing structure and costs; anticipated mining losses and dilution; gemstone recovery rates; reasonable contingency requirements; and receipt of regulatory approvals on acceptable terms. By their very nature, forward-looking statements involve inherent risks and uncertainties that could cause actual results, performances or achievements to differ materially from those in the forward-looking statements. These include, without limitation: price volatility, discrepancies between actual and estimated production, mineral reserves and resources and metallurgical recoveries, mining operational and development risks, regulatory restrictions (including environmental regulatory restrictions and liability), activities by governmental authorities (including changes in taxation), currency fluctuations, the speculative nature of gemstone exploration, the global economic climate, dilution, share price volatility, competition, loss of key employees; additional funding requirements and defective title to mineral claims or property]. This list is not exhaustive. See also, for example, the risks disclosed in the Company’s other disclosure documents filed at [www.sedar.com](http://www.sedar.com), including, without limitation, those disclosed in the Company’s management’s discussion & analysis. The Company expressly disclaims any intention or obligation to update or revise any forward-looking statements, except as otherwise required by applicable securities legislation.