

MEDIA RELEASE

True North Gems appoints Managing Director for Greenland Ruby Subsidiary.

October 11th, 2011 - Vancouver, British Columbia - True North Gems Inc. today announced that it has appointed Mr. Bent Olsvig Jensen as Managing Director for its wholly owned Greenland subsidiary, True North Gems Greenland A/S. Mr. Olsvig Jensen will oversee the anticipated transition from a successful exploration company to being a leading producer of gem quality ruby and pink sapphire.

Mr. Olsvig Jensen will be based in Nuuk, Greenland, and offers the company extensive business experience and an understanding of the relationship dynamics of local operations having worked in senior management for the past thirteen years for Greenland based companies. His diverse portfolio of responsibilities have included community and government relations, corporate project development, implementation of Quality Assurance Programs at nine factories, employee training development, and preparation of statistical data related to production, staffing and operational maximization.

Mr. Olsvig Jensen also has proficiency and familiarity of the Greenlandic Educational and Municipal Council system, where responsibilities undertaken have including liaison and cooperation with Community leaders' for development of public awareness programs.

"It is such a unique and exciting project" says Mr. Olsvig Jensen. "As we move towards production of ruby and pink sapphire, I am looking forward to being an integral member of True North Gems team and enhancing the contributions and opportunities that we as a Company can bring to both the local communities and Greenland as a whole."

President and Chief Executive Officer Nicholas Houghton commented "The engagement of Mr. Olsvig Jensen as our Nuuk-based managing director demonstrates the commitment that we have in advancing the project and ensuring the project benefits the local communities. The community relationship, operational and development capabilities that Mr. Olsvig Jensen offers True North Gems will prove to be an invaluable asset to our company."

True North Gems are also pleased to announce the appointment of Mr. Ward Kondas, and look forward to his involvement going forward with the Company through his extensive experience and background in Corporate Communications and Finance.

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 Aappaluttoq ruby and pink sapphire project, 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 Aappaluttoq Ruby Project in Greenland.

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