

## True North Gems Launches Greenlandic and Danish Websites

**April 24th 2012** - Vancouver, British Columbia - True North Gems Inc. (the "Company") (TSX-V: TGX) is pleased to announce the launch of [www.truenorthgems.gl](http://www.truenorthgems.gl), their new Greenlandic website, as well as the introduction of a Danish website, [www.truenorthgems.com/dk](http://www.truenorthgems.com/dk).

"True North Gems understands not only the need but also the duty it has to share information regarding the permitting process with the people of Greenland in their language of choice," says President and CEO Nicholas Houghton. "Through this Greenlandic portal, we will be able keep communities aware of the upcoming public meetings required as a pre-requisite to gaining our exploitation permit, allowing them to share in our vision which will be beneficial for all."

These new websites will be updated regularly with the latest news related to the Aappaluttoq permitting process in both Greenlandic and Danish, purposefully building a valuable information resource center for the public as the Company moves forward into the final stages of permitting.

"This step re-enforces True North Gems mandate to cultivate open communication and relationships of trust with the people and government of Greenland, both of which will be integral to the success of this project," says Bent Olsvig Jensen, Managing Director of wholly owned subsidiary, True North Gems Greenland A/S. "In the future, these websites will develop additional features based on the interest and feedback from the Greenlandic public, and in time are poised to become the forums for material regarding upcoming employment opportunities and ongoing CSR initiatives."

True North Gems` CSR program is designed to create a legacy of socially responsible development, safety and environmental protection, employee development practices and enduring community benefits in their countries of operation. To date, the Company`s community engagement activities in Greenland have included: training and seasonal employment for individuals from the communities of Fiskanaesset and Nuuk; development of gemstone polishing and jewelry manufacturing programs; and financial and in-kind support of community wellness and employee health and safety initiatives. The Company is also proud to be a member of local organizations CSR Greenland, Transparency Greenland, and Employers Association of Greenland.

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.

For further information, contact:

Nicholas Houghton,  
President and CEO

- or -

Ward Kondas  
Corporate Communications

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

Visit our website: [www.truenorthgems.com](http://www.truenorthgems.com)

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

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