

MEDIA RELEASE

True North Gems applies for Mining Permit on the Aappaluttoq Ruby Deposit

June 13, 2011 - Vancouver, British Columbia - True North Gems Inc. (the "Company") (TSX-V: TGX) is pleased to announce the filing of the exploitation (mining) permit application for the Aappaluttoq Ruby and Pink Sapphire Project in Southwest Greenland. The Company has filed its application together with an accompanying technical report, draft Environmental Impact Assessment (EIA) and draft Socioeconomic Impact Assessment (SIA), as required by the Greenland Mineral Resource Act.

The proposed project will employ up to 60 people during the construction phase, and seventy to eighty personnel once operations reach full capacity. This will include up to 14 people at the Company's office and rough gemstone sorting facility in Nuuk. The production of ruby and pink sapphire from the deposit is expected to continue for nine years based on the current development plan. Further development and exploration of the deposit is expected to extend the life of the operation for several more years.

"A priority for the Company is hiring the majority of our employees in Greenland and, through training programs, build sustainable skills that will benefit the local Greenlandic communities", said Nicholas Houghton, President and CEO. "With this positive and productive relationship, we can all look forward to building an exciting new gemstone venture through a partnership that everyone in Greenland will be proud of."

The executive summary of the EIA and SIA will be translated into Greenlandic and Danish and will be available on the Company's website.

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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