

MEDIA RELEASE

Social and Environmental Assessment Studies to proceed for Permitting of True North Gem's Greenland Aappaluttoq Ruby Occurrence.

September 16, 2010 (Vancouver). True North Gems Inc. is pleased to announce that it will be proceeding with its Environmental Impact Assessment (EIA) and the Social Sustainability Assessment (SSA) studies which are required components of the company's Exploitation Permit application for its 100% owned Aappaluttoq Ruby Occurrence located in the Fiskenaasset district of South-West Greenland. The Company is in accordance with the rules and regulations of Greenland, and is now proceeding with the EIA and SSA while simultaneously finalizing the engineering studies that will form the remainder of the company's Exploitation Permit application.

Nicholas Houghton, CEO and President of True North Gems stated *"The early stages of development and gemstone marketing under our exploitation permit will enable the company to establish the economics of the deposit and also illustrate that True North Gems is committed to ensuring that all people of Greenland benefit from our ruby project. Discussions undertaken to date ensure that all our activities including future mining will result in a social and commercial success while fully respecting the environment. Furthermore the anticipated business will allow the Company freedom to adapt future operations to market conditions, whilst encouraging the people of Greenland to ultimately develop secondary businesses that will complement our mining and marketing efforts."*

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 Fiskenaasset ruby and pink sapphire property, 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 Fiskenaasset property in Greenland.

For further information, contact:

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the release. 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 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.