

True North Gems Appoints Vice President of Engineering

17th October 2012 - Vancouver, British Columbia - True North Gems Inc. (the "Company") (TSX-V: TGX) is pleased to announce the appointment of Mr. Ronald Hall as Vice President of Engineering. Mr. Hall brings over 35 years of diverse industry experience to this new role. As a consultant, Mr. Hall has been advising the Company since 2011 on ruby and pink sapphire plan flow sheet optimization. Mr. Hall's immediate new responsibilities include finalizing the detailed engineering and processing-plant design for the Company's planned flagship Aappaluttoq Ruby Mine in SW Greenland.

Nicholas Houghton, President and CEO stated, *"The depth of Mr. Halls engineering, management and development expertise ensure we have the ultimate person to lead our operating team as we move forward towards production at the Aappaluttoq Ruby Mine. His appointment is also a testament to the strength of our organization and demonstrates the potential growth we have as a Company. We all look forward to working closely with him to deliver a steady and sustainable source of Greenlandic Ruby and Pink Sapphire to the coloured stone industry."*

Mr. Hall was formerly a Partner and Vice President of Mining at Wardrop Engineering Inc.. During this seven (7) year period he oversaw a period of large-scale expansion and growth within the company's Canadian operations, and the successful opening of international branches in China, Chile, Brazil, Hong Kong and Australia. Previously, while at SNC Lavalin, Hatch and MinMet Consulting Mr. Hall was involved with the advanced mine engineering and design across multiple commodities including copper, cobalt, gold, silver, PGE's, rare earth elements and diamonds. He spent seven (7) years as Senior Metallurgist and Operations Superintendent at DeBeers' Orapa and Jwaneng Diamond mines in Botswana; and was recently appointed as a non-executive director for Chinalco, a Chinese State Owned mining company focused on copper developments in Peru.

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 colored 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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