



TGX:TSX-V

TRUE NORTH GEMS

True North Gems completes translation of Environmental Impact Assessment and commences translation of Social Impact Assessment report prior to Public Meetings

August 21st 2012 - Vancouver, British Columbia - True North Gems Inc. (the "Company") (TSX-V: TGX) is pleased to announce that the formal translation of the Social Impact Assessment (SIA) report has commenced into both Greenlandic and Danish

“This is another major milestone for the Aappaluttoq Ruby Project.” Stated Nicholas Houghton, President and CEO. “With the formal translation of the Environmental Impact Assessment (EIA) Report completed, and formal translation of the Social Impact Assessment (SIA) Report underway the foundation points to facilitate the public meetings are now reaching conclusion. As we complete the final steps leading to production, the translation into both Greenlandic and Danish will allow all public meeting attendees the opportunity to fully appreciate the steps that have been taken by True North Gems to develop an economically sustainable mining through to production business plan, maximizing the positive benefit to Greenland”.

The SIA report has been compiled with much assistance and input from the local community and stakeholder participation in conjunction with Carlbrogrotmij A/S of Denmark, following three years of study regarding all social impacts from any mining operation at the Aappaluttoq site and the associated production and processing facilities. On completion, both the SIA and the EIA documents in unison will be made public with sufficient time provided for all stakeholders to assess their contents prior to initiation of formal public discussion hearings.

The Company expects both the EIA and SIA reports to be the focus of discussion at the community, stakeholder and general public meetings. The schedule for these meetings is under discussion with the BMP and will be released once confirmed.

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