

MEDIA RELEASE

Socioeconomic Impact Assessment Begins

January 31, 2011 (Vancouver) True North Gems Inc. announced today that the Socioeconomic Impact Assessment (SIA) process will begin with stakeholder workshop consultation on February 6 in Nuuk and February 7, 2011 in Qeqertarsuatsiaat, Greenland. The SIA process, being coordinated by Danish/Greenlandic consultants Grontmij | Carl Bro, will form a part of the company's exploitation (mining) permit application for the Aappaluttoq Ruby Project located in the Qeqertarsuatsiaat district of South-western Greenland.

The discussions at the stakeholder meetings will be used by Carl Bro to direct the SIA process toward the main issues and concerns that need to be addressed in the SIA. Immediately following the meetings Carl Bro will conduct individual and group interviews in Greenland to establish a social baseline study. Carl Bro will then prepare a draft SIA that will be reviewed in public meetings prior to completion of the final SIA.

In conjunction with the stakeholder meetings, True North Gems has prepared a *Project Brief* setting out the strategy for development at Aappaluttoq so that the stakeholders may assess the project and its potential for both positive and negative impacts. This document is available in Greenlandic, Danish and English on the company's website at www.truenorthgems.com. The company has also prepared a *Ruby and Pink Sapphire Introduction*, also available in Greenlandic, Danish and English, which is designed to assist in understanding the nature of the gemstones to be mined at Aappaluttoq. Both documents are available under the tab "Aappaluttoq Permitting" on the home page.

Nicholas Houghton, CEO and President of True North Gems stated "*We are pleased to begin the SIA process and begin direct discussions with the people of Greenland regarding the benefits of this project. I believe that all people of Greenland will benefit from the project, whether from direct training and employment, through spin-off benefits of the activities, or from increased tourism that world marketing of Greenland rubies will bring. I look forward to a constructive process of maximizing the benefits we can provide and building an enduring relationship with the people 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.

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