

MEDIA RELEASE

True North Gems initiates test sales for Canadian Beluga sapphire

Vancouver, May 4, 2010: True North Gems (TGX: TSX-V) in conjunction with Alpine Gems, is pleased to announce the initiation of sales of a limited inventory of Canadian sapphire from the company’s Beluga sapphire property near the town of Kimmirut, Baffin Island, Nunavut.

The sapphire material being sold has been generated from the recovery, cutting and polishing of bulk sample material acquired during previous exploration programs on the Beluga Property. The purpose of the sale program is to test market demand and to gather actual wholesale and retail sales value of the gem sapphire recovered to date from Beluga.

The principal of Canadian-based Alpine Gems is Mr. Brad Wilson, a geologist and gemmologist with extensive experience in the polishing and sale of Canadian gemstones.

“True North Gems is pleased to work with Mr. Wilson and explore the potential markets and sales value of Canadian sapphires from the Beluga Property.” Said Nick Houghton, President of True North Gems Inc., “Through the course of this exercise we will learn valuable pricing information that we can utilize to assess the geological and economic potential offered by the property”.

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, and holds a 100% interest in the Qaqqatsiaq ruby property, and in Canada, 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.

Sapphire gems from the Beluga property are available for sale to the general public through the Alpine Gems website, <http://alpinegems.ca/> .

For further information, contact:

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- or -

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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 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.