



TGX:TSX-V

TRUE NORTH GEMS

True North Gems Appoints Raymond Simpson and James R.W. Pounds of Dominion Diamond Corporation to Advisory Board

Vancouver – December 11, 2013 – True North Gems Inc. (TGX: TSX-V) (“True North” or the “Company”) is pleased to announce that Raymond Simpson, and James R.W. Pounds, executives of Dominion Diamond Corporation, have been appointed to the Company’s Advisory Board.

"We are delighted that Mr. Simpson and Mr. Pounds have agreed to join the Company's Advisory Board," stated Nicholas Houghton, President and CEO of True North Gems. *"These distinguished individuals bring years of mine producer marketing and business experience to compliment our current team. They will not only be a valuable resource for True North as we transition towards final permits and production at the Aappaluttoq Ruby Deposit in Greenland, but for the future path of the Company."*

Mr. Simpson is currently an Executive Vice-President of Dominion Diamond Corp. (“DDC”), formerly known as Aber Resources then subsequently Harry Winston Diamond Corporation. Mr. Simpson has over 20 years of experience in the diamond industry. In 2003, Mr. Simpson joined DDC while they were still a junior diamond mining company listed on the Toronto Stock Exchange, to oversee their strategic expansion into retailing. Mr. Simpson ultimately assumed the role of Chief Operating Officer with the acquisition of iconic jeweler Harry Winston. Mr. Simpson started his career with De Beers where, over a 14-year period, he held a variety of roles ranging from mine resource evaluation to supply/demand forecasting and consumer marketing. As Head of Business Development for the De Beers in London, Mr. Simpson was instrumental in establishing a retail joint venture between De Beers and LVMH Moët Hennessey in 2000. Mr. Simpson joined LVMH as Director of Operations for the new venture overseeing the development of the company’s production, logistics and information systems. Mr. Simpson has a Sloan Fellowship Masters degree from London Business School and a B.Sc. in Mathematics from Bristol University.

Mr. Pounds is currently President of Dominion Diamond Marketing Corporation. He joined Aber Resources/Harry Winston Diamond Corporation in 2002 as the Managing Director of the rough sales subsidiary in Belgium. In 2005, Mr. Pounds became Vice-President, Sales based in Toronto. Prior to joining DDC, he was Project Manager, De Beers Group and Managing Director, Diamdel Israel, De Beers’ Israeli direct trading arm.

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