



MEDIA RELEASE

True North Gems Completes 2011 Yukon Field Program

November 14th 2011 - Vancouver, British Columbia - True North Gems Inc. (the "Company") (TSX-V: TGX) is pleased to announce the completion of the 2011 fieldwork program at the Company's 100% owned Tsa da Glisza emerald project, its 100% owned Straw base-metal project, its 100% owned Aurora-Batea blue beryl & base metal project, and an update on the 100% owned True Blue REE project, all situated in the Finlayson District of the Yukon Territory, Canada.

True North Gems engaged EBA a Tetra Tech Company (EBA), of Whitehorse, Yukon to aid in the evaluation of existing site conditions at the Tsa da Glisza emerald property. A field-visit was completed by EBA geologists, engineers, and sub-contractors who completed an assessment of the underground exploration portal opened in 2002. True North has been provided with a report to be used in planning future activities at the site. EBA, is a multi-disciplinary consultancy which offers a comprehensive range of services in mining, energy, transportation and the development sectors to clients throughout Canada and internationally.

Further to the work described above, the Company completed limited exploration work on its 100% owned Straw project. This property lies adjacent to both the Tsa da Glisza emerald project and Pacific Ridge Exploration Ltd. Fyre Lake/Kona deposit. Pacific Ridge's deposit is a copper-cobalt-gold bearing massive sulphide deposit with a NI 43-101 compliant resource. True North Gems completed a limited geological mapping and geochemical sampling program for internal QA/QC procedures.

At the Company's 100% owned Aurora-Batea project, the Company completed a brief geological assessment. Encouraging initial results from the 2006 and 2007 exploration programs have indicated this project has potential for good quality gem aquamarine (blue beryl) mineralization, and has extensive base and precious metal geochemical anomalies. The 2011 program focused on local scale geological mapping and sampling.

Nick Houghton, President and CEO of True North Gems stated *"Although the Company remains focused on advancing the Fiskenaesset Ruby Project in Greenland, this year's activities show the significant value in our Yukon gemstone, base-metal and rare earth element projects."*

The Company would also like to announce the cessation of the option agreement with Great Western Minerals regarding the True Blue Rare Earth Element property. After completing \$900,000 of exploration expenditures GWG has notified the Company that they no longer wish to continue with the Option; consequently the project was returned to the Company portfolio in August 2011. During the term of the Option, GWG implemented a three-fold size increase to the property, completed airborne geophysics, and completed an extensive ground geochemical sampling program. True North will review the newly acquired data and assess the need for future exploration on this 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 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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