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TRUE NORTH GEMS INC.

VANCOUVER, BC, July 14, 2017 – True North Gems Inc. (TSXV: TGX) (the “**Company**”) reports that the Board of the Company, has, as of July 11, 2017 accepted the resignations of Messrs. William J. Anderson, Robert T. Boyd, Peter Friedmann, David S. Parsons, John Ryder and Raymond N Simpson. The remaining Board Member, Mr. Andrew Smith is pleased to welcome Messrs. Ken Ralfs of Victoria, BC and Glen Macdonald, P Geo., of Vancouver, BC, each of whom has agreed to join Mr. Smith on the Board.

Ken Ralfs and Glen Macdonald are directors and/or senior officers of a number of Canadian listed resource companies.

For further information please contact:

True North Gems Inc.

“*Glen Macdonald*”

Glen Macdonald, Director

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Trading in securities of True North Gems Inc. should be considered highly speculative.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any state in which such offer, solicitation or sale would be unlawful. The securities issued, or to be issued, under the Concurrent Financing have not been, and will not be, registered under the United States Securities Act of 1933, as amended, and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

This news release contains forward-looking information, which involves known and unknown risks, uncertainties and other factors that may cause actual events to differ materially from current expectations. Important factors – including the availability of funds, the results of financing efforts and the parties’ due diligence reviews, and general market conditions – that could cause actual results to differ materially from the Company’s expectations are disclosed in the Company’s documents filed from time to time on SEDAR (see www.sedar.com). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The company disclaims any intention or obligation, except to the extent required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

We seek safe harbour.