

TRU Precious Metals Announces Corporate Strategy Update

written by Raj Shah | June 15, 2021

June 15, 2021 ([Source](#)) – TRU Precious Metals Corp. (TSXV: TRU) (OTCQB: TRUIF) (FSE: 706) (“TRU” or the “Company”) wishes to provide the following updates and details regarding its corporate strategy.

The Company is unveiling its corporate strategy for the 2021 calendar year, called “TRU Vision 2021”, which is to build shareholder value by exploring and developing and, when opportune, consolidating the Cape Ray – Valentine Lake Shear Zone (the “Shear Zone”) and the Appleton Fault.

TRU Co-Founder and CEO Joel Freudman explained: “As the field becomes increasingly crowded in the Central Newfoundland Gold Belt, both figuratively and literally, we need to continue distinguishing TRU to the market, and TRU Vision 2021 is our overarching path forward. We believe we will accomplish this through a concerted effort to identify discoveries at our properties, and at the corporate level through relentless execution and delivering on the guidance we provide to the market as best we can. In addition, over time we also believe it will prove to be a sustainable competitive advantage to cement a meaningful presence on the Shear Zone and/or the Appleton Fault.”

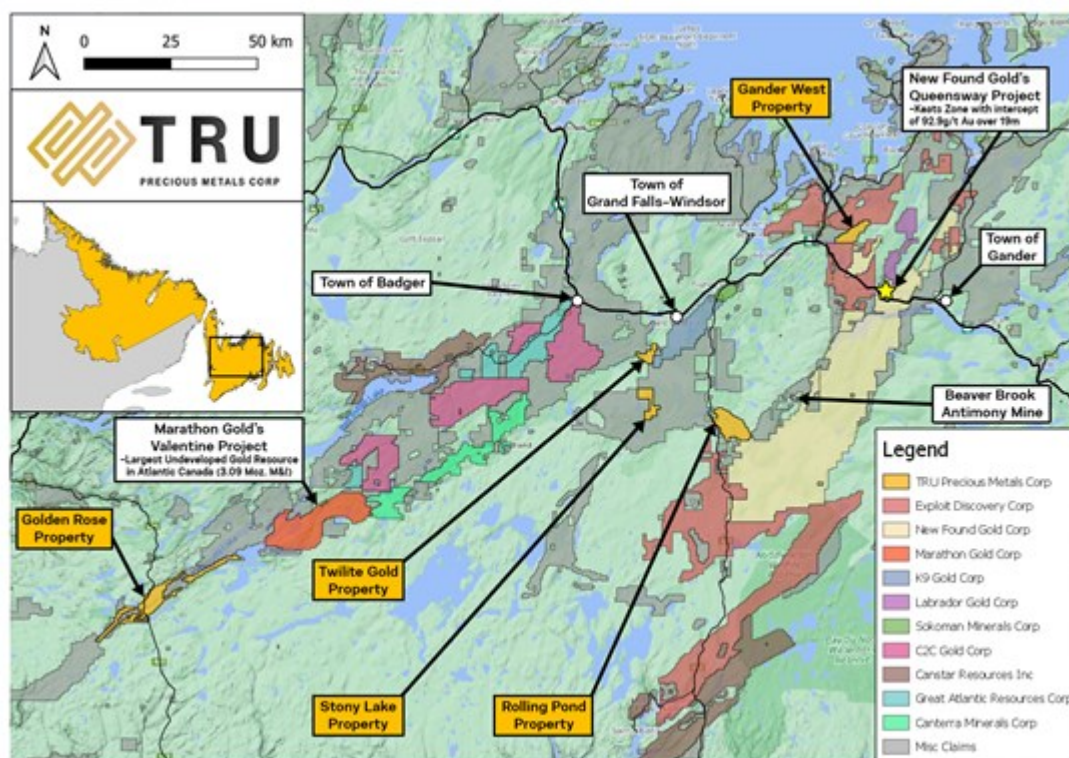


Figure 1: TRU Property Map

To view an enhanced version of Figure 1, please visit:

https://orders.newsfilecorp.com/files/5993/87560_f9bc947694b928b9_001full.jpg

The Shear Zone is a deposit-bearing geological corridor that runs diagonally, from southwest to northeast, through the Central Newfoundland Gold Belt. It hosts two sizable known gold deposits, namely the Matador Mining Cape Ray deposit and the Marathon Gold Valentine Gold deposit, between which is located the Company's flagship property, the Golden Rose Project. Further up the Shear Zone the Company has its Twilite Gold Project, where drilling is currently underway (see press releases dated June 1 and June 8, 2021).

The Appleton Fault is a fault line that runs north to south through the Central Newfoundland Gold Belt, and along which is located the Keats Zone at New Found Gold's Queensway Project, which has yielded extremely high-grade drilling results. The

Company's Gander West Property is only 16 kilometres northwest of the Keats Zone, and the Company's Rolling Pond Property shares a border with the Queensway Project in the southwest.

TRU has assembled this prospective property portfolio and a high-performance team, with a collective drive to execute the TRU Vision 2021 strategy through two primary means: (1) systematic, targeted exploration of the Company's existing property portfolio, which is already well underway; and (2) considering strategic follow-on property acquisitions.

Specifically, the Company intends to execute its TRU Vision 2021 strategy through accomplishment of the following objectives:

1. Exploring TRU's entire property portfolio, with a discovery-oriented team focusing on the flagship Golden Rose Project and the Twilite Gold Project, both located on the Shear Zone. Exploration efforts have been scoped out and budgeted for systematic advancement by deploying lower-cost methods first, and allocating more funds towards the most advanced properties and targets. Comprehensive details are available in the Company's May 31, 2021 press release.
2. Recruiting additional mining executives to the Company's board of directors and/or management team.
3. Evaluating property acquisition opportunities contiguous with or close to the Company's existing properties, and/or properties along the Shear Zone and/or the Appleton Fault.

Mr. Freudman concluded, "TRU continues its evolution and development as a junior mineral explorer whose team is relentlessly working to unlock shareholder value. We believe we are well-positioned for exploration upside and discovery potential from our current property portfolio, let alone any

other value-generating corporate initiatives. Our shareholders and other stakeholders should expect no less.”

About TRU Precious Metals Corp.

TRU has assembled a portfolio of 5 gold exploration properties in the highly prospective Central Newfoundland Gold Belt. The Company has an option with a subsidiary of TSX-listed Altius Minerals Corporation to purchase 100% of the Golden Rose Project, located along the deposit-bearing Cape Ray – Valentine Lake Shear Zone. TRU also owns 100% of the Twilite Gold Project, located along the same Shear Zone, and 3 under-explored properties including its Rolling Pond Property (under option) bordering New Found Gold Corp.’s high-grade Queensway Project. TRU’s common shares trade on the TSX Venture Exchange under the symbol “TRU”, on the OTCQB Venture Market under the symbol “TRUIF”, and on the Frankfurt exchange under the symbol “706”.

TRU is a portfolio company of Resurgent Capital Corp. (“Resurgent”), a merchant bank providing venture capital markets advisory services and proprietary financing. Resurgent works with promising public and pre-public micro-capitalization Canadian companies. For more information on Resurgent and its portfolio companies, please visit Resurgent’s LinkedIn profile at <https://ca.linkedin.com/company/resurgent-capital-corp>.

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To connect with TRU via social media, below are links:

Facebook

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YouTube

<https://www.youtube.com/channel/UCHghHMDQaYgSlrDHiZiELUg/>

Cautionary Statements

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

This press release contains certain forward-looking statements, including those relating to the Company's corporate strategy, exploration plans, mineral property acquisitions, and executive recruitment. These statements are based on numerous assumptions regarding the Central Newfoundland Gold Belt and the Company's corporate strategy that are believed by management to be reasonable in the circumstances, and are subject to a number of risks and uncertainties, including without limitation: risks inherent in mineral exploration activities; mineralization hosted on adjacent and/or nearby properties is not necessarily indicative of mineralization hosted on the Company's properties; challenges in identifying and completing transactions, on favourable terms or at all; volatility in financial markets, economic conditions, and precious metals prices; regulatory approval processes; difficulties in attracting and retaining qualified personnel; and those other risks described in the

Company's continuous disclosure documents. Actual results may differ materially from results contemplated by the forward-looking statements herein. Investors and others should carefully consider the foregoing factors and should not place undue reliance on such forward-looking statements. The Company does not undertake to update any forward-looking statements herein except as required by applicable securities laws.

Barry Greene, P.Geo. (NL), is a qualified person as defined by National Instrument 43-101, and has reviewed and approved the technical information in this press release. Mr. Greene is a director and officer of the Company and owns securities of the Company.