



TRU Precious Metals Engages US Digital Advertising Firm

Fredericton, New Brunswick – May 28, 2021 –TRU Precious Metals Corp. (TSXV:TRU; OTCQB:TRUIF; FSE:706) (“TRU” or the “Company”) is pleased to announce that it has retained Winning Media LLC (“Winning Media”) of Houston, Texas to design and implement an investor-focused strategic digital media program, including marketing and data analytics services.

Due to continuing travel restrictions related to the COVID-19 pandemic, TRU has limited ability to attend in-person meetings and conferences and will use Winning Media’s services to advertise the Company to US investors, focusing on the US retail audience. Winning Media has over 20 years of experience in the online advertising and investor relations industry. Services to be provided by Winning Media include copywriting and design and digital advertising.

The engagement of Winning Media will extend for a period of 3 weeks, to commence when authorized by the Company, currently anticipated to occur in June 2021. Winning Media has been paid an upfront cash retainer by the Company of US\$100,000 for its services, to be deployed during the engagement term primarily for digital advertising spending. Neither Winning Media nor any of its principals own any securities of TRU directly or indirectly or have any present intention to acquire any securities of TRU, and there is no prior relationship between TRU and Winning Media. Winning Media has an office located at 1415 Voss Road, Suite 110 - 431, Houston, Texas, USA.

The engagement is subject to regulatory approval by TSX Venture Exchange.

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

<https://www.facebook.com/TRU-Precious-Metals-Corp-100919195193616>

Twitter

https://twitter.com/corp_tru

LinkedIn

<https://www.linkedin.com/company/tru-precious-metals-corp>

YouTube

<https://www.youtube.com/channel/UCHghHMDQaYgS1rDHiZleLUg/>

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 regulatory approval and to the timing of the Company's digital advertising program with Winning Media. These statements are based on numerous assumptions believed by management to be reasonable in the circumstances and are subject to a number of risks and uncertainties, including without limitation: regulatory approval; volatility in financial markets, economic conditions, and precious metals prices; 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.