

TRU Engages Investor Relations Specialists HE Capital Markets

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TORONTO, June 24, 2024 - [TRU Precious Metals Corp.](#) (TSXV:TRU)(OTCQB:TRUIF) ("TRU" or the "Company") is pleased to announce that it has retained HE Capital Markets Ltd. ("HE Capital"), a global investor relations firm based in London, United Kingdom to secure third party publicity and interviews. HE Capital's extensive network and wide audience distribution enables optimized visibility in North American and European markets.

TRU Co-Founder and CEO Joel Freudman commented: "We are looking forward to working with HE Capital and their team. This program will support our efforts to introduce TRU and its gold and critical minerals prospects at the Golden Rose Project to a larger audience, including in the United States to leverage our recently reactivated OTCQB Venture Market listing."

The engagement of HE Capital is for USD\$6,500 in cash, to be deployed during the anticipated 2-month engagement term, which commenced today, primarily for securing interviews. The Company will pay such fees from its working capital at the beginning of the two-month term. Additional services may be added for additional cost as the program is rolled out. There are no performance factors impacting compensation and HE Capital will not receive common shares or options of the Company as compensation.

HE Capital is at arm's length from the Company. As of the date hereof, HE Capital owns 15,000 common shares of the Company and does not have any right or intent to acquire additional interest in the Company or its securities. HE Capital has an office located at 3 London Bridge Street, London, United Kingdom, SE1 9SG.

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

About TRU Precious Metals Corp.

TRU (TSXV:TRU, OTCQB:TRUIF) is on a mission to build long-term shareholder value through prudent natural resource property development and transactions. TRU is exploring for gold and copper in the highly prospective Central Newfoundland Gold Belt on its 100%-owned Golden Rose Project, originally optioned from TSX-listed Altius Minerals. Golden Rose is a regional-scale 264.25 km² land package, including 45 km of strike length along the deposit-bearing Cape Ray - Valentine Lake Shear Zone, directly between Calibre Mining's Valentine Gold Project and AuMEGA Metals Ltd.'s Cape Ray Gold Project. In addition, TRU has an option to acquire up to an aggregate 65% ownership interest in two claim packages covering 33.25 km² including a 12 km strike length along the Shear Zone within Golden Rose. TRU is approximately 37%-owned by European strategic investor Ormonde Mining plc (AQSE:ORM).

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 companies listing on Canadian stock exchanges. For more information on Resurgent and its portfolio companies, please visit Resurgent's website at <https://www.resurgentcapital.ca/> and follow Resurgent on LinkedIn at <https://ca.linkedin.com/company/resurgent-capital-corp>.

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

X: <https://x.com/MetalsTru>

YouTube: <https://www.youtube.com/@TruMetalsCorp>

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

Instagram: <https://www.instagram.com/TRUMetals/>

Facebook: <https://www.facebook.com/TRUMetals/>

Acknowledgement

TRU would like to thank the Government of Newfoundland and Labrador for financial support through the Junior Exploration Assistance Program and the Federal Government for its critical mineral assistance funding for the exploration activities at Golden Rose.

Forward-Looking Statements

This press release contains certain forward-looking statements, including those relating to regulatory approval and to the timing of the Company's investor relations program with HE Capital. 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.

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

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