

Fura Gems Appoints the Thompson Group as Its Creative Agency

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TORONTO, April 12, 2018 (GLOBE NEWSWIRE) -- Fura Gems Inc. ("Fura" or "the Company") (TSXV:FURA) (OTC:FUGMF) (FRA:BJ43), a gemstone mining and marketing company, has appointed the Thompson Group as their creative agency. The Thompson Group will lead the development of a marketing initiative to build awareness and establish prestige branding for Colombian Emeralds and Mozambique Rubies. This is part of the Company's overall plan to structure the coloured gem market and unlock significant value. The brand campaigns will be executed globally, and include digital, design and traditional communication channels. The account will be handled out of the agency's Mumbai office.

Commenting on the appointment, Dev Shetty, Fura's President & CEO said: "We are delighted to have the Thompson Group as our global creative agency. Having worked with them in the past and seen the quality and success of work they produce, they were the obvious choice for us. The team at Thompson has in depth knowledge of the gems and the jewellery sector, particularly in the diamond sector, and I am confident they will be a great asset as we continue to build Fura."

Tarun Rai, CEO, Thompson Group South Asia said: "We warmly welcome Fura to the Thompson family and look forward to an enduring and successful partnership."

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Fura Gems Inc.

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About Fura Gems Inc.

[Fura Gems Inc.](#) is a gemstone mining and marketing company which is engaged in the mining, exploration and acquisition of gemstone licences. Fura's headquarters are located in Toronto, Canada and its administrative headquarters are located in the Almas Tower, Dubai. Fura is listed on the TSX Venture Exchange under the ticker symbol "FURA".

Fura is engaged in the exploration of resource properties in Colombia and owns a 76% interest in the Coscuez emerald mine in Boyacá, Colombia and a 100% interest in the emerald licence ECH -121. Fura is involved in the exploration and mining of rubies in Mozambique through its 80% effective interest in the four ruby licences (4392, 3868, 3869 and 6811) that it acquired in November 2017.

Regulatory Statements

This press release may contain "forward looking information" within the meaning of applicable Canadian securities legislation. Forward looking information includes, but is not limited to, statements with respect to the appointment of the Thompson Group and the Company's performance and future plans. Generally, forward looking information can be identified by the use of forward-looking terminology such as "plans", "expects", or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "does not anticipate", or "believes", or variations of such words and phrases or state that certain

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