



Fura Gems Inc. Appointment of UK and Canadian Investor Relations Firms

TORONTO, March 14, 2018 -- **Fura Gems Inc.** (TSXV:FURA) is pleased to announce it has appointed Tavistock Communications Limited ("Tavistock") and Renmark Financial Communications ("Renmark") to provide financial public relations and investor relations services in the U.K. and North America, respectively. The appointment of Tavistock and Renmark supports the Company's communications strategy of building awareness of the Company in the UK and to international audiences and communicating with all its stakeholders.

Neither of Tavistock or Renmark have any interest, directly or indirectly in the Company or its securities nor any right to acquire such an interest. Pursuant to the terms of the Company's agreement with Tavistock, Tavistock will be responsible for a variety of financial public relations and investor relations activities, including development of the Company's communications strategy, dissemination of corporate information, presentations to and communications with brokers, analysts and investors, and handling shareholder enquiries regarding the Company in the U.K. The Company's agreement with Renmark is similar in nature for services in Canada.

About Tavistock

Tavistock is a leading corporate and financial communications consultancy based in London. An independent firm, it has provided clients with an advice led communications service for more than 25 years. Tavistock has a strong sector track record advising companies in the natural resources sectors from early stage exploration businesses to FTSE100 majors. In consideration of the services to be provided, the monthly fees incurred by Fura will be cash consideration of up to £5,000 for a term ending on December 31, 2018 and monthly thereafter.

About Renmark Financial Communications Inc.

Founded in 1999, Renmark started with the vision of building long-term relationships with the North America financial community to benefit its public company clients. Today, Renmark has a diverse group of clients on US and Canadian exchanges. Renmark utilizes an extensive database of brokers and family offices for their outgoing call program, and works to raise the visibility of companies within the retail financial community, through road shows, direct investor and broker contact and follow-up. In consideration of the services to be provided, the monthly fees incurred by Fura will be cash consideration of up to C\$8,000 for a term ending on August 31, 2018 and monthly thereafter.

Dev Shetty, President and CEO of Fura, commented:

"Following the acquisition of the Coscuez emerald mine in Colombia, I am delighted to announce the appointment of both Renmark and Tavistock to the Fura advisory team. Tavistock has worked in the coloured gemstone industry for over a decade, having previously advised Gemfields, the world's largest coloured gemstone mining company. In addition, Renmark boasts many years of experience in mining and the Canadian financial markets."

For more information about Fura Gems Inc., please contact:

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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 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. 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.

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 impact of the appointment Tavistock and Renmark, the performance of each of Tavistock and Renmark and the Company's prospects and performance. 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 actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the company to be materially different from those expressed or implied by such forward-looking information, including but not limited to: general business, economic, competitive, geopolitical and social uncertainties; the actual results of exploration activities; regulatory risks; risks inherent in foreign operations; and other risks of the mining industry. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward looking information. The Company does not undertake to update any forward-looking information, except in accordance with applicable securities laws.

NEITHER TSX VENTURE EXCHANGE NOR ITS REGULATION SERVICES PROVIDER (AS THAT TERM IS DEFINED IN THE POLICIES OF THE TSX VENTURE EXCHANGE) ACCEPTS RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.