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FOREFRONT GROUP LIMITED

(incorporated in the Cayman Islands with limited liability)

福方集團有限公司*

(Stock Code: 885)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The board of directors of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a profit for the six months ended 30 June 2009 as compared to the loss for the same period in 2008. This positive profit alert announcement is only based on the preliminary review on the management accounts of the Group, which has not been confirmed nor audited by the Company's auditor.

The interim results announcement of the Company for the six months ended 30 June 2009 which is expected to be announced in September 2009. Shareholders of the Company and potential investors are advised to read the interim results announcement of the Company when it is published.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

* For identification purposes only

This announcement is made by Forefront Group Limited (the “**Company**”) pursuant to the Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

Based on preliminary review on the Company’s management accounts, the Company is expected to record a profit for the six months ended 30 June 2009 as compared to the loss for the same period in 2008 as a result of the recent turnaround of the stock market.

This positive profit alert announcement is only based on the preliminary review on the management accounts of the Company, which has not been confirmed nor audited by the Company’s auditor.

The interim results of the Company for the six months ended 30 June 2009 is expected to be announced in September 2009. Shareholders of the Company and potential investors are advised to read the interim results announcement of the Company when it is published.

Shareholders of the Company and public investors are advised to exercise extreme caution when dealing in the shares of the Company.

This announcement is made by the order of the Board, of which the directors individually and jointly accept responsibility for the accuracy of the information contained in this announcement.

By Order of the Board of
FOREFRONT GROUP LIMITED
Yeung Ming Kwong
Executive Director

Hong Kong, 20 July 2009

As at the date of this announcement, the Board comprises Mr. Yeung Ming Kwong, Ms. Lo Oi Kwok, Sheree, Mr. Ting Wing Cheung, Sherman, Mr. Wen Louis, Mr. Zhou Qi Jin and Mr. Zhuang You Dao as executive Directors, and Mr. Chung Yuk Lun, Mr. Kwong Wai Tim, William, Ms. Lam Yan Fong, Flora and Ms. Swartz Kristi Lynn as independent non-executive Directors.