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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: 0885)

PROFIT WARNING

This announcement is made in accordance with Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a loss for the six months ended 30 June 2010 as compared to the profit for the same period in 2009 due to unrealised losses incurred from its listed investments held for trading. This profit warning announcement is 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 2010 is expected to be announced in August 2010. 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 purpose only

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

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Company and its subsidiaries (the “**Group**”) is expected to record a loss for the six months ended 30 June 2010 as compared to the profit for the same period in 2009 due to unrealised losses incurred from its listed investments held for trading. This profit warning announcement is based on the preliminary review on the management accounts of the Group, which has not been confirmed nor audited by the Company’s auditor.

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By order of the Board
Forefront Group Limited
Yeung Ming Kwong
Executive Director

Hong Kong, 27 July 2010

As at the date of this announcement, the Board comprises Mr. Yeung Ming Kwong, Ms. Lo Oi Kwok, Sheree, Mr. Wen Louis, Mr. Zhuang You Dao and Mr. Lam Yick Sing as executive Directors, and Mr. Chung Yuk Lun, Ms. Lam Yan Fong, Flora and Mr. Pak William Eui Won as independent non-executive Directors.