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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 by the Company pursuant to 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 substantial increase in loss for the year ended 31 December 2010 as compared to the year ended 31 December 2009.

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

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 its shareholders and potential investors that the Company and its subsidiaries (the “Group”) is expected to record a substantial increase in loss for the year ended 31 December 2010 as compared to the year ended 31 December 2009.

* For identification purpose only

Based on the preliminary review of the management accounts of the Group, the loss was mainly due to realized and unrealized losses of financial assets at fair value through profit or loss. This profit warning announcement is based on the preliminary review on the management accounts of the Group subject to finalisation and other potential adjustments if found necessary, which have not been confirmed nor audited by the Company's auditor.

The annual results announcement of the Company for the year ended 31 December 2010 is expected to be announced in March 2011. Shareholders of the Company and potential investors are advised to read the annual results announcement of the Company when it is published.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

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

Hong Kong, 24 January 2011

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.