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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 an increase in loss for the six months ended 30 June 2011 as compared to the loss for the same period in 2010.

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 of the Company and potential investors that the Company and its subsidiaries (the “Group”) is expected to record an increase in loss for the six months ended 30 June 2011 as compared to the loss for the same period in 2010.

* 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, audited nor reviewed by the Company's auditor.

The interim results of the Company for the six months ended 30 June 2011 is expected to be announced in August 2011. 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 should exercise caution when dealing in the shares of the Company.

By Order of the Board of
Forefront Group Limited
Yeung Ming Kwong
Chairman

Hong Kong, 22 July 2011

As at the date of this announcement, the Board comprises the following members:–

Executive Directors

Mr. Yeung Ming Kwong (*Chairman*)
Ms. Lo Oi Kwok, Sheree
Mr. Lam Yick Sing
Mr. Wen Louis
Mr. Zhuang You Dao

Independent Non-executive Directors

Mr. Chung Yuk Lun
Ms. Lam Yan Fong, Flora
Mr. Pak William Eui Won