



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Link Change for Wavelit.com CEO Interview and Initiation of Market Communications Program

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TEMECULA, CA--(MARKET WIRE)--Mar. 27, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that there is a new location for the video interview featuring chairman and chief executive officer Jim Bickel on Wavelit.com. The interview can still be seen at www.wavelit.com/index.asp?ch=Business&sh=wavelitnews, but there is now a link labeled "Jim Bickel" below the main interview that provides access to the video file.

Mr. Bickel's interview covers information regarding the subsidiary businesses of S3, SINO UJE and Redwood Capital, and discusses S3's strategic vision and plans for expansion in the China market.

In addition to the interview, the company expects to begin a renewed market communications program in the coming weeks to keep shareholders and the broader public markets aware of the activities of S3 and its subsidiary businesses operating in China.

"We look forward to re-initiating our dialogue with S3 shareholders and providing new information on the growth of S3's subsidiaries in the burgeoning China market," commented Mr. Bickel

To sign up to receive information by email directly from S3 Investment Company when new press releases, investor newsletters, SEC filings or other information is disclosed, please visit <http://www.s3investments.com/investors/>.

About Wavelit.com

Wavelit.com is a wholly owned subsidiary of Infotec Business Systems, Inc., a leading global provider of video streaming media and digital IP content.

About S3 Investment Company

S3 Investment Company, Inc. (<http://www.s3investments.com>) is a holding company with two subsidiaries doing business in the China market. S3 holds a 100% equity interest in Redwood Capital (<http://www.redwoodcapinc.com>), which assists private Chinese companies in accessing U.S. capital markets by utilizing a network of investment banking relationships, and a 51% equity interest in SINO UJE (<http://www.sinouje.com>), a non-stocking distributor of medical and industrial high-tech products to markets throughout China. SINO UJE has been granted exclusive distribution rights in China to medical and industrial products manufactured

by leading companies in Europe, North America and Japan. These products are marketed to end-users, including major Chinese hospitals and private companies in a variety of fields, as well as original equipment manufacturers (OEMs), such as Phillips, Siemens and GE, that package the products with their technologies.

Any statements contained herein related to future events are forward-looking statements and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Readers are cautioned not to place undue reliance on forward-looking statements. S3 Investment Company, Inc. undertakes no obligation to update any such statements to reflect actual events.

Contact:

Gemini Financial Communications for S3 Investment Company

A. Beyer

(951) 587-8072

investors@s3investments.com

Magellan Financial Media Group

Matt Boles

317-867-2839

mboles@magellanfin.com