



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Chairman CEO Visit to Subsidiaries Operating in China

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Meetings with Additional Potential Reverse Merger Clients May Yield New Contracts

DANVILLE, CA--(MARKET WIRE)--Apr. 18, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that chairman and chief executive officer Jim Bickel has traveled to China to visit the company's subsidiary operations, SINO UJE, Ltd. and Redwood Capital, Inc.

The trip includes oversight of SINO UJE's presence at the China International Medical Equipment Fair Spring 2007 Conference, which is being held this week in Dalian, China. Mr. Bickel is also expected to meet with the Redwood Capital's current reverse merger clients, including the recently signed Shandong Green Paper Co. Ltd.

Mr. Bickel's trip began when he arrived in Beijing and met with Charlie Wu, the managing director of Redwood Capital, at the company's registered offices. Redwood Capital management reviewed with Mr. Bickel the progress with existing clients and planned to finalize agreements with prospective clients that are most ready for initial contract stage.

After traveling to briefly attend an East/West Investment Forum, Mr. Bickel arrived in Dalian, where SINO UJE exhibited at the China International Medical Equipment Fair Spring 2007 Conference. Mr. Bickel met with SINO UJE management, including managing director Li Jun at the event.

From Dalian, Mr. Bickel traveled to Hong Kong to meet with Chief Capital, which works with Redwood Capital on reverse merger transactions involving private Chinese firms that are seeking to access the U.S. capital markets.

The balance of the trip has been spent visiting prospective Redwood Capital clients in various locations, including Shanghai, and there will be multiple working meetings with Shandong Green Paper.

"Virtually every aspect of this trip, from reviewing SINO UJE's presence at the China International Medical Equipment Fair to these meetings with current and prospective Redwood Capital clients, are directly related to the expansion strategy for our subsidiaries operating in China and the efforts to deliver value for S3 shareholders," stated Mr. Bickel before leaving Dalian for Hong Kong. "Revenue expansion continues to be our primary focus.

“We look forward to our activities on the remainder of this trip and reporting our progress, including the potential of new clients for Redwood Capital, once our visit to China is concluded,” he added.

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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.

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