



Press Release

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S3 Investment Company Announces SINO UJE Exhibit at China International Medical Equipment Fair

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DANVILLE, CA--(MARKET WIRE)--Apr. 10, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, has announced that its SINO UJE subsidiary will begin exhibiting today at the China International Medical Equipment Fair Spring 2007 Conference in Dalian, China. The event runs from today to Friday, April 13, 2007 at the Dalian World Expo Center in Dalian Xinghai Square.

According to event organizers, the conference enjoys strong support among its key customers including GE, Johnson & Johnson, Kodak, Siemens, Roche, Hitachi, Toshiba, Aloka, Sony, Olympus, Zeiss, Erbe, Datex-Ohmeda, Pentax, Samsung, Fuji, Shimadzu, Agfa, and Drager, as well as leading Chinese manufacturers like Wandong Medical, Neusoft and Mindray.

A major focus of SINO UJE's exhibit at the conference will be the introduction of the product line of new supplier Abaxis, Inc., a publicly traded company that develops, manufactures and markets portable blood analysis systems for use in patient-care setting to provide clinicians with rapid blood constituent measurements.

China International Medical Equipment Fair organizers state that the Chinese market for medical equipment and supplies was estimated at \$2.6 billion (USD) in 2005. This market continues to boom, with continued investment from overseas along with substantial domestic production. Imports have grown rapidly in recent years, passing the \$2 billion mark in 2003, dominated by expensive high-end products. A large and aging population, an increasing standard of living and expectations of continuing healthcare standards, together with the current low penetration of domestic medical devices, combine to make China a huge and attractive import market. Chinese government initiatives aimed at creating a better operating environment are making China more conducive to overseas suppliers.

"We continue to be extremely excited about the potential of the Abaxis product line in China, and as exclusive distributor into this enormous market, SINO UJE is planning carefully for the successful introduction and marketing launch for Abaxis in China," commented Jim Bickel, chief executive officer of S3 Investment Company. "This conference is expected to play an important role in the introduction of Abaxis to the medical industry in China, and we look forward to SINO UJE's exhibit as a key part of this introduction.

“We expect the Abaxis product line to be an excellent revenue producer for our SINO UJE subsidiary and contribute to an improving bottom line for S3,” added Mr. Bickel

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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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