



Press Release

Source: S3 Investment Company

S3 Investment Company Releases May 2007 Newsletter with Review of CEO's China Trip and New Reverse Merger Clients

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DANVILLE, CA--(MARKET WIRE)--May 1, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today issued an investor newsletter highlighting the company's activities over the past month, including Chief Executive Officer Jim Bickel's recent trip to China in support of the company's subsidiary operations and agreements for two new reverse merger clients for the company's Redwood Capital subsidiary.

A PDF version of the May 2007 newsletter can be viewed on the company's website at <http://www.s3investments.com/media/news/>.

Mr. Bickel's recent trip to China included oversight of subsidiary SINO UJE's presence at the China International Medical Equipment Fair Spring 2007 Conference, which was held in Dalian, China. In the newsletter, there are several pictures of the SINO UJE exhibit at the conference, which shows its emphasis on 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 settings to provide clinicians with rapid blood constituent measurements.

Also in the newsletter is information on the company's two new reverse merger clients, Shandong Green Paper Co. Ltd., a leading producer of paper pulp molding products made from 100% natural raw materials that can be recycled and that decompose naturally, and Dalian Chuming Group Co., LTD, www.chuminggroup.com, a major producer and exporter of fresh and frozen pork and other cooked meat products.

"April was an extremely busy month for S3 and its subsidiaries operating in China, so we are pleased to provide this newsletter so that our shareholders can review the significant events of the last month," said Mr. Bickel. "We expect to continue our active communications program for the foreseeable future, including frequent press releases and regular monthly newsletters to highlight all of the tremendous opportunities for SINO UJE and Redwood Capital in China.

"Management believes that there are very few companies of S3's size that have both the existing revenues and the significant future growth potential in a market the size of China. We will continue in our efforts to bring value to S3 shareholders through the expansion of our subsidiary operations," Mr. Bickel added.

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 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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