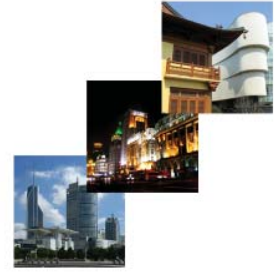




# S3 INVESTMENT COMPANY

Trading Symbol: SIVC | [www.s3investments.com](http://www.s3investments.com)



October 2007

## Corporate Profile

S3 Investment Company, Inc. (OTC: SIVC) is a holding company with two subsidiaries doing business in the burgeoning China market: SINO UJE, Ltd., a non-stocking distributor of high-tech western medical and industrial equipment into China and Redwood Capital, Inc., which assists private Chinese companies in accessing U.S. capital markets through a reverse merger process.

## Market Information

Trading Symbol: SIVC  
Market: Over-the-Counter

## Contact

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## Websites

S3 Investment Company, Inc.  
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SINO UJE, Ltd.  
[www.sinouje.com](http://www.sinouje.com)

Redwood Capital, Inc.  
[www.redwoodcapinc.com](http://www.redwoodcapinc.com)

## Recent News

9/26 - S3 Investment Co. Announces New Beijing Office for SINO UJE Subsidiary to Accommodate Expanding Distribution Network

9/12 - S3 Investment Co. Announces Binding Agreement for ActionView International to Serve as Public Vehicle for Dalian Chuming Group Reverse Merger

## S3 Investment Company Announces New Beijing Office for SINO UJE Subsidiary to Accommodate Expanding Distribution Network

### New Location in China's Capital Brings Additional Reach for High Tech Product Lines

S3 Investment Company, Inc., a holding company traded on the Over-the-Counter market under the symbol SIVC, has announced that its SINO UJE subsidiary has opened a new office in Beijing as part of the ongoing expansion of its distribution network.

SINO UJE (website: <http://www.sinouje.com>) is a non-stocking distributor of western medical and industrial high-tech products to markets throughout China.

SINO UJE has been granted the 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, clinics and other healthcare facilities, as well as and private companies in a variety of fields. Original Equipment Manufacturers (OEMs), such as Phillips, Siemens and GE, that package some of the distributed products with their technologies.

The new Beijing SINO UJE office will provide support to the continuing growth of the company's operations in conjunction with

the company's existing offices in Shanghai and Guangzhou.

"SINO UJE continues to expand its distribution network in China, and the new Beijing office is expected to allow for an accelerated rate of growth to be achieved in a shorter timeframe," stated Jim Bickel, chairman and chief executive officer.

"We are pleased to have this new location open and actively conducting business in Beijing as part of SINO's network of offices," he commented.

By making use of its expanded reach, SINO expects to access a larger base of potential customers for its high tech products and to have the ability to provide its existing clients with a higher level of service.

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### Beijing's Business District



## Greetings from the CEO

October 1, 2007

The October 2007 newsletter finds us solidly in the process of executing the reverse merger of Redwood Capital's Dalian Chuming Group client into the U.S. public markets. The Binding Agreement between Redwood Capital and the U.S. public company involved in this transaction, ActionView International, which is traded on the Over-the-Counter Bulletin Board market under the symbol AVWI, has been signed.

The Binding Agreement solidifies our relationship with ActionView International as the public vehicle for Chuming Group. The sourcing of the shell is one aspect of the services that Redwood Capital provides to its clients who are seeking to participate in reverse merger transactions to access the U.S. public markets.

As we have stated in previous press releases and newsletters, our goal is to have a relatively quick close for the Dalian Chuming Group reverse merger, so we expect additional tangible progress in the coming weeks.

The core focus of S3 Investment Company is to support the growth of our subsidiary businesses operating in China so they will return value for S3 shareholders.

Redwood Capital's reverse merger transactions certainly have that potential, considering the estimated value to Redwood in equity of the three most recent clients. Dalian Chuming Group represents a significant part of this value.

Concurrently, we continue to support the growth of our SINO UJE subsidiary, which has recently opened a new office in China's capital city of Beijing. The new office was seen as necessary to allow for an accelerated rate of growth of SINO UJE.

Each of these are important events for the company, and we hope that S3 shareholders are pleased to see our progress on all of these fronts. Our core focus remains to deliver long-term value for S3 shareholders. We expect the coming months to bring additional events that will help us reach that goal, and we look forward to reporting those as well.

Best regards,

Jim Bickel  
Chairman, Chief Executive Officer

## S3 Investment Company Announces Binding Agreement for ActionView International to Serve as Public Vehicle for Dalian Chuming Group Reverse Merger

S3 Investment Company, Inc. recently announced that its wholly owned Redwood Capital Inc. subsidiary has entered into a binding agreement with ActionView International, under which ActionView will serve as the public vehicle for Dalian Chuming Group Co., LTD's reverse merger into the U.S. public markets. ActionView International is a public company in the over-the-counter bulletin board market traded under the symbol AVWI.

Dalian Chuming Group Co., LTD ([www.chuminggroup.com](http://www.chuminggroup.com)) is a major producer and exporter of fresh and frozen pork and other cooked meat products.



Redwood Capital provides an array of services to private Chinese companies and utilizes its extensive network of investment banking relationships to facilitate the client's listing on a U.S. public market through a reverse merger process.



Included in Redwood Capital's services is to assist with the identification and acquisition of a shell company that will provide the U.S. public vehicle for the reverse merger transaction.

Dalian Chuming Group Co., LTD is among a select group of industrialized farming corporations in northeastern China and is known for its international quality management standards and international safety certifications.

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### Forward-Looking Statements

Any statements contained in this newsletter related to future events of S3 Investment Company 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.

## Binding Agreement is Announced for ActionView International to Serve as Public Vehicle for Dalian Chuming Group Reverse Merger

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In late 2006, the company officially opened a \$2.9 million feedmill with a capacity of 200,000 tons per year that will support its expansion of pork production. The pursuit of a U.S. public listing is expected to allow the Chuming Group to expand into additional worldwide markets.

Jim Bickel, S3 chairman and chief executive officer of S3 Investment Company, commented, "Completing a binding agreement for ActionView International to function as the public vehicle for the Dalian Chuming Group reverse merger is another positive step that moves us forward toward the close of this transaction."



S3 Investment Company previously announced that Redwood Capital subsidiary had signed a preliminary agreement with ActionView under which ActionView would become the public vehicle for Dalian Chuming Group Co., LTD to enter the U.S. public markets.

ActionView's subsidiary operations custom-designs, develops, and manufactures vividly illuminated motion billboards. ActionView places its signs into high traffic locations and markets advertising space on the signs. The operating company shares advertising revenue generated from the billboards with advertising agencies, the local business partner and the location owner. The benefit to advertisers is exposure in high traffic locations at reasonable costs due to the scrolling feature and multiple advertisers. For additional information about ActionView, please visit the company's website at [www.actionviewinternational.com](http://www.actionviewinternational.com).

There are a number of possibilities for the subsidiary operations as a result of the planned reverse merger transaction. One possibility is that there could be a spin-out of ActionView's subsidiary operations so that the company can become the appropriate public vehicle for the Dalian Chuming Group transaction.

## S3 Chairman and Chief Executive Officer Provides Significant Progress Report and Update in an Audio Interview at SmallCapVoice.com

SmallCapVoice.com, Inc. has conducted a new audio interview with featured guest Jim Bickel, the chairman and chief executive officer of S3, and the interview can be heard is now available at <http://smallcapvoice.com/sivc/sivc-9-12-07.php>.

In the interview, Mr. Bickel provides his personal insight into his company's recent news and much more.



SmallCapVoice.com is a recognized corporate investor relations firm, with clients nationwide, known for its ability to help emerging growth companies build a following among retail and institutional investors.

SmallCapVoice.com utilizes its stock newsletter to feature its daily stock picks, audio interviews, as well as its clients' financial news releases. SmallCapVoice.com also offers individual investors all the tools they need to make informed decisions about the stocks they are interested in. Tools like stock charts, stock alerts, and investor fact sheets can assist with investing in stocks that are traded on the OTCBB and Pink Sheets.

To learn more about SmallCapVoice.com and their services, please visit <http://www.smallcapvoice.com/services.html>.

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## SINO UJE's New Beijing Office Opens

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Establishing a presence in the capital city also affords SINO UJE a greater profile China's business landscape.

"We look forward to announcing additional large orders received by our SINO UJE subsidiary in the very near future," added Mr. Bickel.