



**Press Release**

**Source: S3 Investment Company**

## **S3 Investment Company Releases July 2007 Investor Newsletter**

Issued Monday July 9, 10:30 am ET

DANVILLE, CA--(MARKET WIRE)--Jul. 9, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today issued its July 2007 investor newsletter. A PDF version of the July 2007 newsletter can be viewed on the company's website at <http://www.s3investments.com/media/news/>.

Articles in this newsletter edition include the selection of Hunter Wise Financial Group, LLC as the investment banking firm for reverse merger clients of S3's Redwood Capital subsidiary, the release of S3's 3<sup>rd</sup> quarter financial results, and the completion of the audit for Redwood Capital reverse merger client, Dalian Chuming Group Co., LTD.

Redwood Capital assists private Chinese companies in accessing the U.S. capital markets by utilizing a network of investment banking relationships to achieve reverse mergers into U.S. public "shell" companies.

In the newsletter's "Greeting from the CEO" feature, Mr. Bickel discusses an upcoming trip to China in support of the company's subsidiary operations and expectations for a brisk press release schedule during the month of July.

"While there were fewer new releases during the month of June, we do expect there to be fairly regular announcements over the next 30 days and beyond," said Mr. Bickel. "Our two subsidiaries operating in the China market continue to grow their respective businesses, and we hope our shareholders will look forward to hearing about their progress."

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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