



Press Release

Source: S3 Investment Company

S3 Investment Company Announces CEO Trip to China for Meetings with Subsidiary Management and Reverse Merger Clients

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DANVILLE, CA--(MARKET WIRE)--Jul. 17, 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 arrived in China for a two-week visit, during which time he will meet with the three current reverse merger clients of S3's Redwood Capital subsidiary and explore additional expansion opportunities for both Redwood Capital and the company's SINO UJE, Ltd. subsidiary.

Mr. Bickel will participate in meetings with representatives of Dalian Chuming Group Co., LTD, Shandong Green Paper Co., and Changzhou HaiJai Metallurgical Machinery Manufacturing Co. Ltd. (CMMC), to review the progress of work toward their reverse mergers into U.S. public "shell" companies. Redwood Capital assists private Chinese companies in accessing the U.S. capital markets by utilizing a network of investment banking relationships to achieve successful reverse mergers.

The company has also scheduled meetings for Mr. Bickel with additional Chinese companies that Redwood Capital has identified and currently conducting due diligence work. While in Beijing, Mr. Bickel will meet with Redwood Capital's legal firm for the China market.

As part of the continued marketing of S3 and its Redwood Capital subsidiary in the China market, Mr. Bickel will meet with the director of the Qingdao High-Tech Zone, located in the southeast part of Shandong Province.

Mr. Bickel will then meet with SINO UJE managing director Li Jun to review the ongoing work on behalf of the Abaxis product line and the status of distribution of all of SINO UJE's product lines in China. SINO UJE is a distributor of medical and industrial high-tech products to markets throughout China.

"These visits to China for face-to-face meetings with management of our subsidiary operations is a critical element of successfully achieving the expansion of revenues and increased value for S3 shareholders," stated Mr. Bickel. "It is also extremely beneficial to meet with Redwood Capital's current reverse merger clients considering the potential for an estimated \$8 million in combined equity value for those three deals and to explore additional opportunities for Redwood Capital here in China.

“We expect there to be specific achievements made on this trip, and I look forward to reporting our progress once I have returned to the U.S.,” added Mr. Bickel.

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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