



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Continued Sales of Ulrich Product Line for SINO UJE Subsidiary in China

Issued Thursday, July 19, 9:36 am ET

DANVILLE, CA--(MARKET WIRE)--Jul. 19, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that subsidiary SINO UJE has reported continued sales of Ulrich GmbH & Co. injector systems. Ulrich injector systems are sold by SINO UJE to Chinese hospitals and original equipment manufacturers (OEMs), including GE Medical Systems, Siemens and Philips.

SINO UJE currently has reported four pending orders of Ulrich injector systems totaling \$104,966.

Ulrich (www.ulrich-ulm.de/eng/start.html) is a world leader in the design and manufacture of injector systems used for medical imaging applications, such as CT and MRI equipment. SINO UJE is in the business of distributing high-tech medical and industrial products to markets throughout China. SINO UJE purchases products from Original Equipment Manufacturers (OEMs) in North America, Europe and Japan and re-sells the equipment to end users through its distribution network in China.

“Ulrich products continue to be major performers for our SINO UJE subsidiary and have a significant impact on S3’s bottom line,” stated S3 chairman and chief executive officer Jim Bickel. “Ulrich also serves as an excellent model for other potential European suppliers that produce high-tech equipment and who are seeking exposure in the massive Chinese market. SINO UJE provides for these suppliers an experienced distribution partner with an established distribution network.

“China has a growing middle class population expanding need for first-class healthcare, so Chinese medical facilities will continue to be pressed to have the best possible equipment on hand. Ulrich’s CT and MRI injector systems are among the many vital products for China’s healthcare industry, and we foresee increasing demand in the coming years,” he added.

Mr. Bickel is currently in China for a two-week visit, where he is meeting with the management of S3’s SINO UJE subsidiary and planning for the continued growth of the company, including expansion of SINO UJE’s distribution network in China and the potential addition of new suppliers of western high-tech medical and industrial equipment.

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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