



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Market Awareness Program with AGORACOM

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DANVILLE, CA--(MARKET WIRE)--Jul. 31, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that it has retained the services of AGORACOM (www.agoracom.com) to provide comprehensive market awareness services.

Effective immediately, a customized and monitored S3 Investment Company stock HUB (<http://www.agoracom.com/ir/S3Investment>) will allow both S3 and AGORACOM to communicate with investors simultaneously, anytime and in real time, while providing shareholders with equal access and complete transparency in all communications. The stock HUB will also provide one-click access to all critical S3 Investment Company information. In addition, the HUB provides investors with a monitored discussion forum for the purposes of constructive and high-quality discussion about the company.

AGORACOM will also be responsible for raising awareness for S3 among retail investors for the purposes of attracting new and prospective shareholders. As an exclusive small-cap content provider to Yahoo Finance Canada, AOL Finance Canada and every Blackberry device on the planet, AGORACOM will provide Tier-1 financial coverage of all meaningful S3 Investment Company press releases.

“We are pleased to be working with AGORACOM to bring additional awareness to S3 in the public markets,” commented chairman and chief executive officer Jim Bickel. “By providing another outlet through which we can communicate the S3 story, we hope to reach a broader audience and make additional potential investors aware of the expanding opportunities for the company’s subsidiaries operating in the China market. We believe that AGORACOM will provide increased awareness while allowing S3 management to focus on executing the business plan during this important period of growth.”

S3 shareholders are encouraged to visit the company’s profile at www.agoracom.com where they can subscribe to AGORACOM’s e-mail list to receive all future S3 press releases and updates in real time.

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 AGORACOM Investor Relations Corp.

AGORACOM Investor Relations (www.agoracom.com) is an outsourced investor relations solution for small-cap companies. AGORACOM's exclusive IR HUB delivers two-way investor relations and communications that provides 100% transparency, accessibility, equality, and near real-time communications for all shareholders and the investment community. AGORACOM has specialized in small-cap investor relations since 1997 and is the exclusive provider of all small-cap content to Yahoo Finance Canada, The AOL Small Cap Channel and every Blackberry device on the planet.

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 through a reverse merger process, 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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