



Press Release

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S3 Investment Company Issues August 2007 Investor Newsletter Featuring Details of CEO Trip to China

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DANVILLE, CA--(MARKET WIRE)-- Aug.. 13, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today issued the August 2007 edition of its investor newsletter, which includes a review of chairman and chief executive officer Jim Bickel's recent visit to China. The major focus of Mr. Bickel's trip was to oversee the operation of the company's China-based subsidiaries.

A PDF version of the August 2007 newsletter can be viewed on the company's website at <http://www.s3investments.com/media/news/>.

The August 2007 newsletter features articles related to the continued sales of Ulrich GmbH & Co. injector systems by S3 Investment Company's SINO UJE subsidiary. The newsletter article reported four pending orders of Ulrich injector systems totaling over \$100,000.

In addition to the lead article on SINO UJE's Ulrich sales, the newsletter reviews several announcements related to the increased public market awareness that the company is pursuing. These efforts include a market awareness program with AGORACOM (www.agoracom.com) and a recent interview with Small Cap Voice (www.smallcapvoice.com).

"We are pleased to present the most recent edition of our investor newsletter, which covers the news releases of the past month, including my most recent trip to China to review the operations of our two subsidiaries based there" said Mr. Bickel. "Both Redwood Capital and SINO UJE continue to grow their respective businesses, and we will continue to chronicle their progress in future newsletter editions."

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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