



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Identification of Shell Company for Redwood Capital Reverse Merger Client Dalian Chuming

Issued Monday August 27, 9:15 am ET

DANVILLE, CA--(MARKET WIRE)--Aug. 27, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that a U.S. public shell company for the reverse merger of Dalian Chuming Group Co., LTD., a client of S3's Redwood Capital subsidiary, has been identified. Redwood Capital and its representatives are completing the negotiation of terms and due diligence necessary to complete the acquisition of the shell candidate.

Redwood Capital provides an array of services to private Chinese companies and utilizes its extensive network of investment banking relationships to facilitate the client's listing on a U.S. public market through a reverse merger process. Included in Redwood Capital's services is to assist with the identification and acquisition of a shell company that will provide the U.S. public vehicle for the reverse merger transaction.

Dalian Chuming Group Co., LTD, www.chuminggroup.com is a major producer and exporter of fresh and frozen pork and other cooked meat products. The Chuming Group is among a select group of industrialized farming corporations in northeastern China and is known for its international quality management standards and international safety certifications. In late 2006, the company officially opened a \$2.9 million feedmill with a capacity of 200,000 tons per year that will support its expansion of pork production. The pursuit of a U.S. public listing is expected to allow the Chuming Group to expand into additional worldwide markets.

Previously, S3 announced that Samuel H. Wong & Co. LLP, a leading certified public accounting firm with offices in the United States and Asia, had completed the audit work required for Dalian Chuming Group's entrance into the U.S. capital markets.

"We are pleased to have identified a shell candidate for the reverse merger of Dalian Chuming Group into a U.S. public company," stated S3 chairman and chief executive officer Jim Bickel. "We believe that this company would be an ideal candidate for Dalian Chuming Group, and we look forward to completing the work remaining to acquire this shell."

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 to achieve reverse merger transactions, 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.

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.

Contact:
Gemini Financial Communications
A. Beyer
(951) 677-8073
investors@s3investments.com