



Press Release

Source: S3 Investment Company

## **S3 Investment Company Announces Agreement for ActionView International to Function as Public Vehicle for Redwood Capital Reverse Merger Client Dalian Chuming**

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DANVILLE, CA--(MARKET WIRE)--Aug. 30, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that its wholly owned Redwood Capital subsidiary has signed a preliminary agreement with ActionView International, a public company traded under the symbol AVWI, under which ActionView would become the public vehicle for Dalian Chuming Group Co., LTD to enter the U.S. public markets.

Dalian Chuming Group Co., LTD ([www.chuminggroup.com](http://www.chuminggroup.com)), a major producer and exporter of fresh and frozen pork and other cooked meat products, is a reverse merger client of S3's wholly owned subsidiary, Redwood Capital Inc.

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.

The preliminary agreement between ActionView International and Redwood Capital calls for additional due diligence before a definitive agreement is formalized.

Dalian Chuming Group Co., LTD 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.

"The initial agreement for ActionView International to become the public vehicle for Dalian Chuming Group's reverse merger brings us a step closer to completing this transaction," stated S3 chairman and chief executive officer Jim Bickel. "Given the significant value of the equity piece that our Redwood Capital subsidiary receives for each of these reverse merger transactions, finding the appropriate public company vehicle for the Dalian Chuming Group reverse merger is an important milestone for both Redwood and S3.

“Perhaps even more significant than just this transaction, S3 and Redwood Capital are building effective relationships with the other firms involved in the Dalian Chuming Group reverse merger, including Hunter Wise on the U.S. investment banking side, Samuel H. Wong & Co. LLP as the independent auditing firm, Richardson & Patel for legal work, and Chief Capital in China performing audit oversight and other tasks. We intend to utilize these resources to move additional reverse merger transactions forward as soon as possible, which we expect to result in long-term value for S3 shareholders,” Mr. Bickel added.

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.

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