



Press Release

Source: S3 Investment Company

## **S3 Investment Company Releases September 2007 Newsletter Highlighting Redwood Capital Agreement to Acquire Shell for Pending Dalian Chuming Reverse Merger**

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DANVILLE, CA--(MARKET WIRE)--Sep. 6, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today released its September 2007 investor newsletter, which reviews the events of the last month, including a Redwood Capital agreement with ActionView International under which ActionView would become the public vehicle for Dalian Chuming Group Co., LTD to enter the U.S. public markets.

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

S3's wholly owned Redwood Capital, Inc. subsidiary 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.

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 Redwood Capital.

The September 2007 newsletter also includes articles related to the selection of Richardson & Patel, LLP to provide legal representation for Redwood Capital's reverse merger clients and the initiation of a 6-month bridge audit for Dalian Chuming Group, which covers the period from January 1, 2007 through June 30, 2007. Richardson & Patel, which represents numerous Asian companies that have gone public in the U.S. or are in the process of going public in the U.S., provides growing public companies an unrivaled combination of business acumen and legal expertise.

Another newsletter article reports a recent interview with S3 chairman and chief executive officer Jim Bickel that was posted on WallSt.net ([www.wallst.net](http://www.wallst.net)).

In commenting on the ActionView International agreement in the September newsletter, Mr. Bickel stated, "The import of identifying ActionView as the shell is how it moves forward the reverse merger transaction of one of Redwood Capital's clients, each of which have the potential to deliver significant value for S3 shareholders."

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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