



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Binding Agreement for ActionView International to Serve as Public Vehicle for Dalian Chuming Group Reverse Merger

Issued Wednesday September 12, 10:16 am ET

DANVILLE, CA--(MARKET WIRE)--Sep. 12, 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 Inc. subsidiary has entered into a binding agreement with ActionView International, under which ActionView will serve as the public vehicle for Dalian Chuming Group Co., LTD's reverse merger into the U.S. public markets. ActionView International is a public company in the over-the-counter bulletin board market traded under the symbol AVWI.

Dalian Chuming Group Co., LTD (www.chuminggroup.com) is a major producer and exporter of fresh and frozen pork and other cooked meat products.

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 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.

Jim Bickel, S3 chairman and chief executive officer of S3 Investment Company, commented, "Completing a binding agreement for ActionView International to function as the public vehicle for the Dalian Chuming Group reverse merger is another positive step that moves us forward toward the close of this transaction."

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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