



Press Release

Source: S3 Investment Company

S3 Investment Company Announces New Beijing Office for SINO UJE Subsidiary to Accommodate Expanding Distribution Network

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DANVILLE, CA--(MARKET WIRE)--Sep. 26, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that its SINO UJE subsidiary has opened a new office in Beijing as part of the ongoing expansion of its distribution network.

SINO UJE (<http://www.sinouje.com>) is 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 some of the distributed products with their technologies.

The Beijing office will provide support to the continuing growth of SINO UJE's operations in conjunction with the company's existing offices in Shanghai and Guangzhou.

"SINO UJE continues to expand its distribution network in China, and the new Beijing office is expected to allow for an accelerated rate of growth to be achieved in a shorter timeframe," stated Jim Bickel, chairman and chief executive officer of S3 Investment Company. "We are pleased to have this new location open and actively conducting business in Beijing as part of SINO's network of offices. By making use of its expanded reach, SINO expects to access a larger base of potential customers for its high tech products and to have the ability to provide its existing clients with a higher level of service. Establishing a presence in the capital city also affords SINO UJE a greater profile China's business landscape.

"We look forward to announcing additional large orders received by our SINO UJE subsidiary in the very near future," added Mr. Bickel.

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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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