



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Recent Sales of Ulrich Products in China by SINO UJE Subsidiary

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DANVILLE, CA--(MARKET WIRE)--Oct. 11, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that subsidiary SINO UJE Ltd. has reported recent sales of Ulrich GmbH & Co. injector systems. SINO UJE sells Ulrich injector systems to Chinese hospitals and original equipment manufacturers (OEMs), including GE Medical Systems, Siemens and Philips.

SINO UJE (<http://www.sinouje.com>), a non-stocking distributor of high-tech medical and industrial products to markets throughout China, has reported four new orders of Ulrich injector systems placed between August 15 and August 30, 2007.

Ulrich (www.ulrich-ulm.de) is a world leader in the design and manufacture of injector systems used for medical imaging applications, such as CT and MRI equipment. SINO UJE purchases products from manufacturers in North America, Europe and Japan and re-sells the equipment to end users through its distribution network in China.

“Our SINO UJE sales team continues to successfully market Ulrich products to medical facilities in China and to OEMs that package them with their products,” stated S3 chairman and chief executive officer Jim Bickel. “Ulrich is a cornerstone product for our SINO UJE subsidiary, and we anticipate a continued high level of interest in the Ulrich product line within the Chinese medical community and from OEMs who supply equipment to those facilities. All of this is good news for S3 shareholders, since Ulrich has become a significant contributor to SINO UJE revenues.”

Mr. Bickel is leaving this week for a ten-day visit to China, where he will meet with the SINO UJE management of team to discuss the current operations and planning for continued long-term growth. SINO UJE recently opened a new Beijing office to facilitate further growth for the company, including expansion of SINO UJE’s distribution network in China and the potential addition of new suppliers of western high-tech medical and industrial equipment.

Mr. Bickel is scheduled to arrive in Beijing on October 15, 2007.

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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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