

Press Release

S3 Investment Company Announces 1st Product to be Distributed by Redwood Medical Subsidiary in the China Market

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DANVILLE, CA--(MARKET WIRE)--Oct.15, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) today announced that the first product scheduled to be distributed by the company's Redwood Medical subsidiary is the Piccolo xpress testing device developed and manufactured by Abaxis Inc., a U.S. based medical products company manufacturing point-of-care blood analysis systems. The Piccolo xpress product has received approval from China's State Food and Drug Administration, and Redwood Medical has signed an exclusive long-term agreement to distribute the Piccolo xpress device and its disposable discs throughout China.

S3's Redwood Medical subsidiary was formed to distribute Western medical technologies and products into China, which is experiencing a growing demand for the highest quality medical products and technologies. Redwood Medical staff recently came to the United States to meet with Abaxis, Inc. at their Union City, California headquarters and make further preparations for distribution of the Piccolo xpress product.

"Our relationship with Abaxis dates back several years now, and we are pleased to have our Redwood Medical subsidiary begin the distribution process for the Piccolo xpress," said S3 Chairman and CEO Jim Bickel. "This is a tremendous product that we believe will be very successful in the China market. Having been involved throughout the SFDA approval process in China, we are already familiar with the Piccolo xpress and its capabilities."

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, Inc.

S3 Investment Company, Inc. (<http://www.s3investments.com>) and its Redwood Group International subsidiary are focused on facilitating the success of two subsidiaries operating in the China market. Redwood Capital, Inc. assists private Chinese companies in accessing the North American capital markets by utilizing a network of investment banking relationships to achieve reverse merger transactions. For more information, please visit <http://www.redwoodcapinc.com>. Redwood Medical, Inc. assists companies seeking to import and distribute Western medical technologies and products into the China market.

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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