



Press Release

Source: S3 Investment Company

## **S3 Investment Company Announces Return of CEO from China with Report on Progress of Redwood Capital Reverse Merger Client Dalian Chuming Group**

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DANVILLE, CA--(MARKET WIRE)--Oct. 30, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that chairman and chief executive officer Jim Bickel has returned from a ten-day visit to China, where he completed meetings with current and potential future reverse merger clients of S3's Redwood Capital subsidiary. As a result of meetings that were held with Redwood client, Dalian Chuming Group Co., LTD, a number of critical documents related to its impending reverse merger into the U.S. public markets are expected to be executed and announced in the coming days.

Mr. Bickel attended meetings with representatives and management of Dalian Chuming Group Co., LTD, both in Beijing and at its corporate offices in Dalian, a major seaport on the South China Sea. In addition to the meetings with Dalian Chuming Group, at least one new potential reverse merger candidate has been identified, and Mr. Bickel met with the staff of Redwood Capital and its financial advisors in China to discuss this and other available opportunities to expand Redwood's client base.

"Our meetings with Dalian Chuming Group were extremely fruitful, and we look forward to additional upcoming announcements as certain milestones related to this reverse merger transaction are reached," stated Mr. Bickel. "We feel very strongly that given what was accomplished in China, the reverse merger of Dalian Chuming Group is well on its way to completion, and we look forward to achieving the final steps so that this company can be launched in the U.S. public markets."

Redwood Capital, which 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, is currently assisting with Dalian Chuming Group's entrance into the U.S. markets. Mr. Bickel will visit the Beijing offices of Redwood Capital during his trip.

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

Redwood Capital, with the direct assistance of Mr. Bickel, has identified ActionView International as the U.S. company that is under contract to serve as the public vehicle for the Dalian Chuming Group reverse merger 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.

#### Contact:

Gemini Financial Communications, Inc.

A. Beyer

(951) 677-8073

[investors@s3investments.com](mailto:investors@s3investments.com)