



**Press Release**

**Source: S3 Investment Company**

## **S3 Investment Company Hits CEOCorner at InvestSourceInc.com**

Issued Thursday October 4, 12:59 pm ET

DANVILLE, CA--(MARKET WIRE)--Oct. 4, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced an appearance by S3 chairman and chief executive officer Jim Bickel in a recent installment of CEOCorner, "The Fastest 60 Seconds in the Small-Cap Market." Details of the interview can be heard at the company profile for S3 Investment Company on the InvestSource, Inc. (ISI) website at: [www.investsourceinc.com](http://www.investsourceinc.com) or on the CEOCorner website at: [www.ceo-corner.com](http://www.ceo-corner.com).

S3 and InvestSource, a multimedia relations/public relations firm that specializes in bringing small- and micro-cap public and private companies to the attention of the general public, invite the public to hear what Mr. Bickel has to say about the company.

In the interview, Mr. Bickel was especially eager to point out the strong performance and profitability of S3 Investment Company's subsidiary operations, and in particular, that the company is well established and that its profitability is expected to ultimately translate into earnings per share for shareholders. He discussed the company's intense focus on the high-flying Chinese economy as one factor responsible for the strong financial performance of S3 subsidiaries, SINO UJE and Redwood Capital, which offers two potential profit centers through its majority stake in SINO UJE and its wholly owned subsidiary Redwood Capital.

Above all, Mr. Bickel stressed his opinion that his Company's strong financial performance had yet to be noticed by the market, strengthening his belief that S3 Investment Company presents a potentially undervalued opportunity for investors.

"I was pleased to have this opportunity to discuss the potential of S3 Investment Company and its subsidiaries operating in the expanding China market," stated Mr. Bickel.

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 InvestSource, Incorporated (ISI):

ISI is a multimedia relations/public relations firm that specializes in bringing small- and micro-cap public and private companies to the attention of the general public. InvestSource, Inc. believes that there are hosts of undervalued companies that don't get the exposure they deserve, and because of their size, have been overlooked by the larger marketing companies. Many of them have solid business plans, work in potentially highly lucrative niche markets,

and have superb growth potential. It is the mission of ISI to empower these companies to reap fully all of the benefits of public exposure. For more information visit the corporate website at [www.investsourceinc.com](http://www.investsourceinc.com).

#### 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

A. Beyer

(951) 677-8073

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

InvestSource, Inc.

714-847-2460

[info@investsourceinc.com](mailto:info@investsourceinc.com)