

Press Release

S3 Investment Company Announces Meetings with Manufacturer of Redwood Medical's First U.S. Product to be Distributed in China

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DANVILLE, CA--(MARKET WIRE)--Oct. 8, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) today announced that representatives from the new Redwood Medical subsidiary are in the United States to meet with the manufacturers of the first product that Redwood Medical will distribute into the China market. Redwood Medical has an exclusive distribution agreement for the China market, which is seeing increased demand for the best available medical technologies for a growing number of hospital and clinics in the country.

Two members of the Redwood Medical team have arrived in the U.S. and are meeting with the product developer and manufacturer this week. One of the areas of discussion will be the development of specific product characteristics that will make it more marketable in China, including results printed in Chinese languages.

S3's Redwood Medical subsidiary represents companies seeking to import Western medical technologies and products into China, widely considered the largest consumer market in the world. Redwood Medical is currently focused on the distribution of a medical product that recently achieved SFDA clearance in China.

“As the representative of medical products in China, it is important for Redwood Capital to work closely with manufacturers to make their products as marketable as possible for this specific market,” said S3 Chairman and CEO Jim Bickel. “It is the experience of our Redwood Medical staff operating in China and their intimate knowledge of China's business landscape, language and culture that will allow for the most successful marketing efforts on behalf of the products we represent.”

“The development of Redwood Medical's businesses is an added bonus to S3 and its shareholders, since we have not been required to devote any significant capital to the development of this company, yet its revenues will contribute to our bottom line,” added 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 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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