



Press Release

Source: S3 Investment Company

## **S3 Investment Company Announces CEO Trip to China for Review of Subsidiary Operations Including Visits with Redwood Capital Reverse Merger Clients**

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DANVILLE, CA--(MARKET WIRE)--Oct. 9, 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 is leaving for China this week for a ten-day visit, during which time he will meet with current reverse merger clients of S3's Redwood Capital subsidiary, with new potential Chinese reverse merger clients, and with management of S3's SINO UJE subsidiary.

Included in the meetings with current reverse merger clients will be visits to Dalian Chuming Group's offices and production facilities in Dalian, a major seaport on the South China Sea.

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 (OTC BB: AVWI) as the U.S. company that is under contract to serve as the public vehicle for the Dalian Chuming Group reverse merger transaction.

In addition to the meetings with Dalian Chuming Group, Mr. Bickel will meet with other Redwood Capital reverse merger clients and new potential merger candidates during his visit, as well as with representatives of Chief Capital, Redwood's financial advisory partner based in China.

Mr. Bickel will also meet at the offices of its SINO UJE subsidiary (<http://www.sinouje.com>), which distributes high-tech medical and industrial products to markets throughout China.

“I look forward to this upcoming visit to China and all that we expect to accomplish on behalf of our two subsidiaries operating,” stated Mr. Bickel. “The trip to Dalian and the visit to the Chuming Group’s offices and facilities there is an important step in completing the planned reverse merger transaction. We also look forward to meeting with and gathering information on the potential new Redwood clients that we will be introduced to during this trip.”

Mr. Bickel is scheduled to depart from China on October 24, 2007.

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.

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