



Press Release

Source: S3 Investment Company

S3 Investment Company Projects \$4.5 Million in 2007 Revenues for SINO UJE Subsidiary

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Gross Revenues Expected To Increase Approximately 12% Over 2006 Numbers

DANVILLE, CA--(MARKET WIRE)--Nov. 13, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that subsidiary SINO UJE Ltd. is on pace to top \$4.5 million in gross revenues for calendar year 2007, an approximate 12% increase over the 2006 numbers.

SINO UJE (<http://www.sinouje.com>), a non-stocking distributor of medical and industrial high-tech products to markets throughout China, has been granted exclusive distribution rights in China to medical and industrial products manufactured by leading companies in Europe, North America and Japan. These products are marketed to end-users, including major Chinese hospitals and private companies in a variety of fields, as well as original equipment manufacturers (OEMs), such as Phillips, Siemens and GE, that package some of the distributed products with their technologies.

SINO UJE recently opened a new Beijing office to provide support to the continuing growth of its operations in conjunction with the company's existing offices in Shanghai and Guangzhou.

“The financial performance of our SINO UJE continues to be strong, with double digit revenue growth projected for the year,” stated Jim Bickel, chairman and chief executive officer of S3 Investment Company. “With the expansion of the company's capabilities through its new Beijing office, SINO will continue to seek out new suppliers for its China distribution network. The draw of SINO UJE's distribution expertise coupled with the largest potential consumer market in the world provides almost limitless upside potential for this subsidiary in China. We look forward to keeping S3 shareholders informed as SINO UJE continues to successfully grow.”

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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