



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Beijing Event for Ulrich Product Line Hosted by SINO UJE Subsidiary

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Ulrich Products Represent Majority of Projected 4.5 Million in 2007 Sales

DANVILLE, CA--(MARKET WIRE)--Nov. 15, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that its SINO UJE subsidiary, which distributes western high-tech medical and industrial products in China, has hosted an event in Beijing to heighten awareness of the product lines of supplier Ulrich GmbH & Co. in the Chinese medical community. The distribution of Ulrich products represents the majority of SINO UJE's projected \$4.5 million in sales for 2007.

Ulrich CEO Klaus Kiesel, marketing director Anke Mittelsteiner and Asia manager Frank Fonferrek participated in the event, which was attended by a broad range of Chinese medical professionals, including physicians, technicians and hospital staff.

Ulrich (www.ulrich-ulm.de) is a world leader in the design and manufacture of injector systems used for medical imaging applications, such as CT and MRI equipment. SINO UJE purchases products from manufacturers in North America, Europe and Japan and re-sells the equipment to end users through its distribution network in China as well as original equipment manufacturers (OEMs), including GE Medical Systems, Siemens and Philips.

During the Beijing event Mr. Kiesel provided to attendees an introduction to Ulrich and its injector products, and three physicians presented their abstracts on the application of Ulrich injectors in medical settings.

SINO UJE recently opened a new Beijing office to facilitate expansion of its distribution network. The Beijing office, in conjunction with the company's offices in Shanghai and Guangzhou, provides support to the continuing growth of SINO UJE's operations and allows the company to host high profile events in the capital city to bring additional attention to its product offerings.

S3 recently announced that SINO UJE is on pace to top \$4.5 million in gross revenues for calendar year 2007, an approximate 12% increase over the 2006 numbers.

“China is clearly a market with a growing demand for quality medical technologies, and we are pleased that SINO UJE is taking every opportunity to expand awareness of the product

lines it represents within the Chinese medical community,” commented S3 chairman and chief executive officer Jim Bickel. “Ulrich orders produce a significant percentage of SINO UJE revenues and the demand for its products is expected to grow as awareness is increased through targeted opportunities, such as SINO UJE’s Beijing event.”

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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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