

Press Release

S3 Investment Company CEO Returns to China for Additional Meetings with Redwood Capital Clients and Long Range Planning for Redwood Subsidiaries

Agreement signed for funding of Redwood Medical subsidiary

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DANVILLE, CA--(MARKET WIRE)--Nov. 23, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) today reported that Chairman and CEO Jim Bickel has returned to China for meetings with clients of its Redwood Capital subsidiary and to finalize an agreement to fund S3's Redwood Medical subsidiary.

Mr. Bickel is in the midst of a three-week trip where he has appointments with new and existing Redwood Capital clients. Redwood Capital, which assists private Chinese companies in accessing the North American capital markets by utilizing a network of investment banking relationships to achieve reverse merger (or reverse takeover) transactions, recently completed a USD\$10 million equity offering for a client that already listed in the U.S. public markets.

The Redwood Capital management team is also conducting long-range strategic planning during Mr. Bickel's visit, including analysis of Redwood Capital current pipeline of clients and plans to sign new clients for future transactions. For each closed deal, Redwood Capital receives cash and stock in the client company. These payments form the revenue and asset base reflected in S3's consolidated financial statements.

From China, Mr. Bickel also commented on a recently signed agreement to fund Redwood Medical that will not cause a capital drain on S3 nor any dilution of S3 stock.

"Having the Redwood Medical financing agreement in place allows this subsidiary to move forward aggressively in the distribution of the products it represents without placing any financial strain on S3 or any dilution for our shareholders," stated Mr. Bickel.

"Redwood Capital has at least one new potential client targeted, and I look forward to our meetings here in China to discuss the current pipeline as well as the long-range strategic plan for the company," Mr. Bickel added.

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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