



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Dalian Chuming Group Agreement with Richardson & Patel as U.S. Law Firm for Reverse Merger Transaction

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DANVILLE, CA--(MARKET WIRE)--Nov. 27, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that Dalian Chuming Group Co., LTD, a client of S3's Redwood Capital subsidiary, has selected Richardson & Patel, LLP to provide legal representation for its reverse merger into the U.S. public markets.

The agreement with Richardson & Patel, LLP was executed by Dalian Chuming Group management during S3 CEO Jim Bickel's recent trip to China and the offices of Dalian Chuming Group.

The business law firm of Richardson & Patel provides growing public companies an unrivaled combination of business acumen and legal expertise. Richardson & Patel's capabilities exceed mere legal compliance and include a comprehensive understanding of the capital markets and financial practices that enable clients to maximize their potential value. The firm's Asian Practice Group, headed by partner Kevin K. Leung, represents numerous Asian companies including main land Chinese, Hong Kong and Korean companies that have gone public in the U.S. or are in the process of going public in the U.S. Headquartered in Los Angeles, Richardson & Patel has offices in New York City.

"Given the firm's focus on Asia and its significant experience with Asian reverse merger transactions, Richardson & Patel is a perfect fit to provide U.S. legal representation for Dalian Chuming Group, and we are pleased that they have been retained," stated Mr. Bickel.

Dalian Chuming Group Co., LTD (www.chuminggroup.com) is a major producer of fresh and frozen pork and other processed 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 global safety certifications. It is the first company in the meat industry to receive "Green Food" certification from China's Ministry of Agriculture. Dalian Chuming Group is the second largest meat producer in China's Northeast Region, which has a population of 108 million. The pursuit of a U.S. public listing is expected to allow the Chuming Group to expand into additional geographic markets.

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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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