



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Promotion of Wellman Liu to the Position of General Manager of SINO UJE China Operations

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New General Manager Responsible for Continued Revenue Growth in S3 Subsidiary

DANVILLE, CA--(MARKET WIRE)--Nov. 29, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that the Board of Directors of its SINO UJE subsidiary has promoted Wellman Liu to the position of general manager of SINO UJE China operations. Mr. Liu most recently served as vice general manager of SINO UJE.

In the position of general manager, Mr. Liu will manage the sales and general business of SINO UJE's China operations, directing the company's ongoing expansion through the distribution of its high tech medical and industrial product lines.

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.

"We are pleased that Wellman Liu has accepted the appointment to head SINO UJE, and we look forward to his leadership," stated Jim Bickel, chief executive officer of S3 Investment Company. "During his time with the company, Wellman has proven himself to be a very effective manager, and we are pleased that he has been given a greater degree of responsibility in the ongoing expansion of SINO UJE operations in China."

Mr. Liu graduated with a degree in International Business Law from the University of International Business & Economics in Beijing.

His work experience includes key management positions in several companies, including SINO UJE. As the Industrial Department Manager for SINO UJE from March of 2004 to April of this year, Mr. Liu was responsible for identifying new market opportunities and assisting Mr. Li with operations and legal affairs. Mr. Liu was highly successful in leading his team to capture two-thirds of the market share of mainland China for one industrial product line and fostering excellent relationships with influential OEM customers.

Previously, Mr. Liu served as marketing manager for Shanghai Machinery & Equipment Import & Export Co. Ltd. where he was responsible for developing short and long-term strategies and acted as head of an administrative team to supervise operations and legal affairs.

In this role, he also interfaced with government agencies and authorities on behalf of the corporation.

From 1996 to 2000, Mr. Liu was marketing manager for the Nanchang Foreign Trade Corporation. In this position, he established and executed a business development plan to maximize market penetration. Mr. Liu also acted as agent for a leading brands of cosmetics and mineral water.

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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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