



**Press Release**

**Source: S3 Investment Company**

## **S3 Investment Company Announces Appointment of Director of Research for Redwood Capital Subsidiary**

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DANVILLE, CA--(MARKET WIRE)--Jan. 23, 2007--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced the appointment of Matthew Totty to the position of Director of Research for its Redwood Capital subsidiary.

In the Director of Research position, Mr. Totty will work with the S3 and Redwood Capital management teams on Redwood's future investment banking deals. He will work with the company's Chinese due diligence team to confirm financials and estimates and to create business plans, presentations and other relevant information. He will also provide assistance with the public company management and planning for S3.

Redwood Capital, which provides advisory services for private Chinese companies seeking access to the U.S. public markets through reverse merger/acquisition transactions, participated in a recently closed acquisition transaction involving Dalian Chuming, a pork processing company with USD \$70.4 million in sales in 2006, and USD \$89.7 million in unaudited sales in the first three quarters of 2007. Energroup Holdings Corporation, a publicly traded Nevada corporation, has acquired all of the issued and outstanding capital stock of Precious Sheen Investments Limited, a British Virgin Islands corporation ("PSI") and parent company of PRC-based Dalian Chuming. Energroup Holdings Corporation is traded on the Over-the-Counter Bulletin Board market under the symbol ENHD.

Mr. Totty has been involved in many startup companies in the capacities of Founder, CEO, President and Head of Research, focusing on business plan development, infrastructure and financial modeling. Mr. Totty has taken these companies from start-up to IPO and acted as Chief Equity Analyst for many investment banking deals and public companies.

Mr. Totty began his career as a retail securities broker and soon transitioned to one of the nation's top performing analysts and hedge fund managers. Mr. Totty was identified as the #1 performing analyst on Wall Street by the *Wall Street Journal* in 1996 and his newsletter, *Totty's Leading Industry Growth Stocks*, was listed as "the fastest growing and hottest stock newsletter" in 1997.

Mr. Totty founded The Buy, Sell or Hold Company, listed in 2000 as one of the South's top 50 fastest growing companies and Top Stock Analysis Websites according to *Individual Investor* and *Online Investor* magazines. Mr. Totty applied his training as an analyst, along with

industry standard tools to develop the *Instant Analyst* software, the world's first online stock analysis software, which served tens of thousands of brokers and investors.

Mr. Totty has aided in managing over \$250 million and held the title of Chief Equity Analyst at three retail brokerage firms serving hundreds of brokers. One such firm managed the "best-performing" short-selling hedge fund in the nation according to MAR Research.

Because of his success, Mr. Totty has consulted for several companies and brokerages and helped initiate policies and procedures at firms with offices across the nation. Mr. Totty has hosted two financial television programs and has been featured on additional TV, magazines and newswires around the globe.

Mr. Totty has also been a contributing analyst to William O'Neil & Co.'s Institutional Research Department, publishers of *Investor's Business Daily*, Zacks Research and First Call's earnings estimates. Mr. Totty has been an affiliate of the Market Technicians Assoc. (MTA) and a colleague of the International Federation of Technical Analysts (IFTA).

In 1999, Mr. Totty and his company were asked to be a prestigious member of the Business Council for the United Nations.

"We are pleased to bring Matt Totty aboard to apply his considerable experience and expertise on behalf of our Redwood Capital subsidiary and its role in reverse merger transactions involving private Chinese companies," said Jim Bickel, chairman and chief executive officer of S3 Investment Company. "Mr. Totty is clearly well qualified to serve as Director of Research, and we look forward to his immediate attention on current Redwood clients who seek to enter the U.S. capital markets."

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.

Contact:

Gemini Financial Communications, Inc.

A. Beyer  
(951) 677-8073  
[investors@s3investments.com](mailto:investors@s3investments.com)