



Press Release

Source: S3 Investment Company

S3 Investment Company Announces CEO Trip to China to Review New Potential Redwood Capital Clients and Meetings with SINO UJE Suppliers

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DANVILLE, CA--(MARKET WIRE)--Jan. 3, 2008--S3 Investment Company, Inc. (Other OTC: SIVC), a holding company with two subsidiaries doing business in the China market, today announced that chairman and chief executive officer Jim Bickel is scheduled to travel to China next week for meetings with potential new reverse merger clients of S3's Redwood Capital subsidiary and with the management of two suppliers of S3's SINO UJE subsidiary.

Mr. Bickel will depart from the United States on January 8 and is scheduled to return on January 23. He will visit several major cities in China, including Beijing, Shanghai and Guangzhou.

During the trip, Mr. Bickel expect to sign an initial agreement with at least one new reverse merger client for the Redwood Capital subsidiary. He will also meet with additional potential reverse merger clients. S3's goal for Redwood Capital in 2008 is to complete four reverse merger transactions.

Redwood Capital provides an array of services to private Chinese companies and utilizes its extensive network of investment banking relationships to facilitate the client's listing on a U.S. public market through a reverse merger process.

Another important aspect of this trip is that Mr. Bickel will meet with representatives of the joint venture company in which SINO UJE is a partner. The Wholly Owned Foreign Enterprise (WOFE) with Fagus-GreCon Greten GmbH & Co. (GreCon), a world market leader of spark detection and extinguishing systems and process measurement systems headquartered in Alfield Germany, was established in 2005. SINO UJE owns 40% of the GreCon WOFE.

Mr. Bickel will also meet with senior management of SINO UJE supplier Process Sensors Corporation (PSC), a leading manufacturer of state-of-the-art moisture gauges and sensors, in Shanghai during this trip. Process Sensors Corporation (PSC) has been a SINO UJE exclusive supplier since November 2004.

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 have several very important goals for this trip, not the least of which is to sign new clients and do additional due diligence on potential new clients for our Redwood Capital subsidiary," stated Mr. Bickel. "I also look forward to meeting with Tim Carey of PSC and with

representative of the GreCon WOFE to explore how we may further maximize the potential of these relationships.”

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.

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