

Press Release

S3 Investment Company Reports on CEO Trip to China in Support of Subsidiary Operations

Another new Redwood Capital client is expected to be signed shortly

Issued Wednesday, Mar. 17, 6:31 am ET

DANVILLE, CA--(MARKET WIRE)--Mar. 17, 2010--S3 Investment Company, Inc. (Other OTC: SIVC) today announced that Chairman and CEO Jim Bickel has traveled to China to attend an investment conference and provide support for the company's Redwood subsidiaries operating in the China market.

While on his trip, Mr. Bickel attended the Rodman & Renshaw Annual Investment Conference held March 7-9 in Beijing, where 130 companies were scheduled to present and the speakers included former U.S. President Bill Clinton (via satellite) and Keynote Speaker former U.S. Secretary of State Colin Powell. Attendees included institutional investors, venture capitalists, sophisticated private investors, industry executives, business development executives and private equity firms. Mr. Bickel attended the conference on behalf of S3's wholly owned Redwood Capital subsidiary, which assists private Chinese companies in accessing the North American capital markets through reverse merger and/or financing transactions.

Mr. Bickel is also working with Redwood Capital management and staff on the company's recently announced new client, which operates in China's rapidly growing cattle industry. The client is engaged in the research, development and production of cattle and beef products in China, and the client's goal is to become the country's leading brand of premium cattle and beef products.

During the trip, Mr. Bickel is also participating in interviews with several potential Redwood Capital client companies in order to further bolster the company's pipeline of new deals. The companies are being interviewed as part of the screening and due diligence processes, and as a result of the meetings, at least one new client is expected to be signed while Mr. Bickel is in China.

"This trip has gone very well so far, including our attendance at the Rodman & Renshaw conference and our interviews with new and potential Redwood Capital clients," said Mr. Bickel. "Face-to-face meetings are the most effective way to prepare clients for the close of their transactions, as well as to properly screen potential clients as part of our due diligence process. We look forward to reporting any material progress that is achieved as a result of these meetings, including the signing of any new clients."

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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