

Press Release

S3 Investment Company Announces Scheduled Live Interview with CEO on Investment Nation

CEO Jim Bickel expected to discuss recently closed merger transaction, new Redwood Capital clients and management's expectations for 2009; Shareholders encouraged to submit questions

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DANVILLE, CA--(MARKET WIRE)--Apr. 16, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) today announced that Chairman and CEO Jim Bickel will be featured in a live interview with Investment Nation on Tuesday, April 21, 2009. The interview will be held as an audio broadcast in the website's chatroom at 6:00 pm Eastern, and shareholders are being offered the opportunity to submit questions for Mr. Bickel to address during the session.

In the interview, Mr. Bickel is expected to discuss the recently closed transaction involving Boyuan Construction Group, Inc., a client of its wholly owned Redwood Capital subsidiary, current and newly signed Redwood Capital clients and management's expectation for the remainder of the 2009 calendar year.

Shareholders interested in submitting questions for the interview can send them via email to investors@s3investments.com or go to <http://www.investmentnation.com/> and search for the S3 forum page to post their interview questions on the Investment Nation site. Participants will also be able to post questions at the time of the conference.

"I am pleased to have the opportunity to participate in the live interview on Investment Nation next week," commented Mr. Bickel. "The close of the Boyuan Construction transaction was a milestone event for Redwood Capital, given the condition of the global capital markets, and the recent signing of a new client engagement indicates that Redwood continues to attract business, even in a challenging economic climate. I hope shareholders take the opportunity to submit questions for the Investment Nation Interview, and I look forward to discussing the company, its strategy to build value for stockholders and our expectations for the coming months."

Redwood Capital, which provides Chinese clients with U.S. corporate finance and investment banking services, recently announced that it had signed a new client engagement with a company already listed in the U.S. public markets. Redwood Capital has been retained to assist with the process of raising capital for the client, which does business in China construction materials and supply industry.

In addition to the new client, Redwood Capital acted as the China merchant banking advisor in a recent transaction involving Boyuan Construction Group, which resulted in the company trading on the TSX Venture Exchange under the stock symbol BOY. Boyuan Construction is a leading builder of commercial, residential and municipal infrastructure projects in China's fast-growing regions of the Yangtze River Delta and the city of Sanya on Hainan Island.

For each successfully closed transaction, Redwood Capital receives shares of its client's common stock. In consideration for its services in the Boyuan Construction transaction, Redwood Capital received 330,219 Acquisition Common Shares.

About Investment Nation

Investment Nation provides an online forum for shareholders and other investors to share facts, due diligence and investment ideas. Investment Nation was built to provide a forum for new and experienced investors to gather and share market information in a clean and professional environment.

About S3 Investment Company, Inc.

S3 Investment Company, Inc. (<http://www.s3investments.com>) and its wholly owned Redwood Capital subsidiary are focused on assisting 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>.

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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