

Press Release

S3 Investment Company Reminds Shareholders of Today's Live CEO Interview on Investment Nation

Interview at 6:00 pm Eastern will include questions submitted by shareholders

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DANVILLE, CA--(MARKET WIRE)--Apr. 21, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) would like to remind shareholders that the company's Chairman and CEO Jim Bickel will be featured in a live interview today with Investment Nation. The interview will be held as an audio broadcast in the website's chatroom at 6:00 pm Eastern, and Mr. Bickel is expected to address questions that have been submitted by shareholders.

In the interview, Mr. Bickel is expected to be asked about the progress of the company's operations, including 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 participating in the interview should go to <http://www.investmentnation.com/> and search for the S3 forum page to post their interview questions. Participants will also be able to post questions at the time of the conference.

"I look forward to this opportunity and hope that as many shareholders as possible will take part in the interview session," stated Mr. Bickel.

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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