

Press Release

S3 Investment Company Announces CEO Trip to China to Meet with Current Redwood Capital Clients and Potential New Clients

Issued Thursday, April 23, 10:41 am ET

DANVILLE, CA--(MARKET WIRE)--Apr. 23, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) and its wholly owned Redwood Capital subsidiary have announced that Chairman and CEO Jim Bickel is leaving for China today where he will meet with existing Redwood Capital clients, including Boyuan Construction Group, Inc., new clients that are now under contract, and several potential clients that are in various stages of pre-contract due diligence.

During his trip, Mr. Bickel is also expected to meet with Asian funds that may do business with Redwood Capital and its client companies in China.

“Face-to-face meetings in China are critical for the business of Redwood Capital, and I am pleased to have the opportunity to meet with new and existing clients, as well as assisting with the review and due diligence process for a group on potential Redwood clients,” commented Mr. Bickel. “I expect this time to be extremely well spent and look forward to reporting progress upon my return to the United States.”

Redwood Capital, which provides Chinese clients with U.S. corporate finance and investment banking services, 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.

Redwood Capital has also 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.

“Boyuan Construction and our newest client will be two very important stops on this trip,” Mr. Bickel said.

Before leaving for China, Mr. Bickel participated in a live interview with Investment Nation, an online forum for shareholders and other investors to share facts, due diligence and investment ideas. His interview was held as an audio broadcast in the website's chatroom on April 21, 2009 and has been posted at www.investmentnation.com.

“We utilize a very active shareholder communications program, and we plan to continue to make use of a variety of communications channels, including interviews like the one held with Investment Nation, to keep our shareholders informed and to make new investors aware of the opportunities presented by S3,” Mr. Bickel added.

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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