



Press Release

Source: S3 Investment Company

S3 Investment Company Announces Donation to Red Cross to Benefit Earthquake Victims

Issued Tuesday May 20, 9:22 am ET

DANVILLE, CA--(MARKET WIRE)--May 20, 2008--S3 Investment Company, Inc. (Other OTC: SIVC) today announced that on behalf of the company, its shareholders and its wholly owned subsidiaries operating in China, S3 is making a donation to the Red Cross to assist in the relief effort for victims of the recent earthquake in Sichuan province. S3's subsidiary operations are based in China, and the company conducts business in areas throughout the country.

As China began three days of national mourning on Monday, May 19, the country observed three minutes of silence at 2:28 p.m., exactly one week after the earthquake struck.

S3 Chairman and Chief Executive Officer Jim Bickel is in China to support its wholly owned Redwood Capital subsidiary and participate in meetings with existing Redwood clients and facilitate further expansion of its pipeline of prospective clients. Redwood Capital assists private Chinese companies in accessing the U.S. capital markets through reverse mergers into U.S. public companies.

Mr. Bickel commented, "Not only do we operate in China, but S3's subsidiaries employ a substantial number of Chinese nationals in their businesses. This tragedy, which occurred during my visit to China, has impacted all of China's citizens, and we are pleased to do our part to contribute to relief efforts. We send our most heartfelt condolences to all of those affected by the earthquake and look forward to seeing the recovery efforts continue even as the country honors the victims with the national mourning period."

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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