

Press Release

S3 Investment Company CEO Returns to China in Support of Redwood Capital Subsidiary

New opportunities in the China market are expected to be discussed on the current trip

Issued Thursday, July 2, 9:40 am ET

DANVILLE, CA--(MARKET WIRE)--Jul. 2, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) and its wholly owned Redwood Capital subsidiary have announced today the return of S3 Chairman and CEO Jim Bickel to China in support of the company's business interests there. Redwood Capital provides Chinese clients with U.S. corporate finance and investment banking services and has acted as the China merchant banking advisor for recent acquisition and reverse takeover transactions.

Included in Mr. Bickel's schedule are meetings with clients who have already entered the North American public markets, clients that are currently under contract with Redwood Capital, and clients who are in the final stages of pre-contract due diligence and are expected to come under contract with Redwood in the future.

Redwood Capital clients include companies that are seeking to enter the North American public markets as well as those already trading in the U.S. or Canada who are seeking additional capital for business expansion.

"Our meetings in China continue to be important to advance the operations of Redwood Capital and its work with current and potential future clients," stated Mr. Bickel. "Beyond these meetings, there are additional opportunities in the China market that we will be evaluating on this visit, and we hope to have new information to release to shareholders in the near term."

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.

Contacts

For S3 Investment Company
Gemini Financial Communications, Inc.
(951) 677-8073
investors@s3investments.com