

Press Release

## **S3 Investment Company Announces Appointment of CEO for Redwood Medical Subsidiary**

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DANVILLE, CA--(MARKET WIRE)--Sep. 10, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) today announced the appointment of Dr. Hal Lemmon to serve as chief executive officer for the company's new Redwood Medical subsidiary. Redwood Medical was formed to serve companies seeking to import Western medical technologies and products into China.

Dr. Lemmon holds a Bachelor of Science and a Master of Science degree in Mathematics as well as a Ph.D. in Chemical Engineering from the University of Utah. He was initially employed in the nation's defense industry working on the design of the Minuteman Missile System.

After earning his Ph.D., Dr. Lemmon was employed by the Agricultural Research Service of the United States Department of Agriculture, where he developed pioneering computer systems for managing crop production. His research in cotton and, in particular, his seminal publication in the journal "Science" brought him international recognition. During his research period, he was invited numerous times to Chinese Agricultural Universities to lecture and conduct workshops.

After retiring from research Dr. Lemmon developed business interests in China. As the CEO of Redwood Medical he is focusing on the distribution of products that the company represents into the China market.

"Dr. Lemmon is a tremendous asset and will provide strong leadership to the Redwood Medical team," said Jim Bickel, chairman and CEO of S3 Investment Company. "His experience in the China market and familiarity with Redwood's business interests have allowed him to hit the ground running, and we look forward to the results of his leadership in the operations of Redwood Medical."

S3 Investment Company recently announced the expansion of its subsidiary structure to allow the company to pursue additional opportunities in the China market. Included in this expansion was the formation of Redwood Group International, a company registered in Hong Kong and established as a wholly owned subsidiary of S3. Redwood Group International, in turn, has two wholly owned operating subsidiaries, Redwood Capital, Inc. and Redwood Medical, Inc. Redwood Capital will continue to operate with its core focus of assisting private Chinese companies in accessing the North American capital markets by utilizing a network of investment banking relationships to achieve reverse merger (or reverse takeover) transactions. Redwood Medical has been established to serve companies seeking to import Western medical technologies and products into China, widely considered the largest consumer market in the world.

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, Inc.**

S3 Investment Company, Inc. (<http://www.s3investments.com>) and its Redwood Group International subsidiary are focused on facilitating the success of two subsidiaries operating in the China market. Redwood Capital, Inc. assists 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>. Redwood Medical, Inc. assists companies seeking to import and distribute Western medical technologies and products into the China market.

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.  
888-528-0883  
[investors@s3investments.com](mailto:investors@s3investments.com)