

Press Release

S3 Investment Company Announces Appointment of New Controller to Assist with Continued Financial Reporting

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DANVILLE, CA--(MARKET WIRE)--Sep. 23, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) today announced the appointment of Karen Riessen as controller, replacing Lesly H. Mohr, who served in that position since April 2008. The primary area of responsibility for the controller is to ensure that the company meets the financial reporting necessary to maintain its “Current Information” status with the Pink Sheets OTC Disclosure and News Service.

Ms. Riessen brings considerable experience as controller for several venture funded start-up clients. This experience will be invaluable for S3 and its potential subsidiary clients. In her role, she has maintained monthly financial data, payroll and monthly and year-to-date financial statements. She has also prepared budget and cash forecasts, designed and implemented internal controls, software and conversion implementation, and policies and procedures manuals, audit and tax preparation, and maintained corporate documentation necessary for financial audits.

Under the direction of Ms. Mohr, S3 began preparing quarterly and annual financial reports and filing the information with the OTC Disclosure and News Service. In July 2009, the company was upgraded to the Current Information category at www.pinksheets.com, which is classified as fully transparent. Ms. Riessen will work with S3 support staff to continue the periodic posting of financial information to the OTC Disclosure and News Service.

To assist with the transition, Ms. Mohr will continue to work with the company on a consulting basis through the end of the 2009 calendar year.

“We would first like to thank Lesly Mohr, who provided an invaluable service to the company, leading the successful effort to achieve Current Information status with the Pink Sheets OTC Disclosure and News Service,” stated Jim Bickel, chairman and chief executive officer of S3 Investment Company. “There was a great deal of work involved in this process, and there is no doubt that it would have taken much longer without Lesly’s efficiency and attention to detail. She is leaving us to be with her family as they move overseas, and we wish her only the best.”

“At the same time, we would like to welcome Ms. Riessen as our new controller. She brings the experience necessary to help us maintain our reporting status with the OTC Disclosure and News Service, as well as to assist with related tasks for S3, its subsidiary operations and potential subsidiary clients. We look forward to her contributions to the company as our new controller,” added Mr. Bickel.

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.
951-200-4107
investors@s3investments.com