

Press Release

S3 Investment Company Announces CEO Trip to China for Meetings with Subsidiary Management Teams and New and Existing Redwood Capital Clients

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DANVILLE, CA--(MARKET WIRE)--Sep. 3, 2009--S3 Investment Company, Inc. (Other OTC: SIVC) and its wholly owned subsidiary, Redwood Group International, have announced that company CEO Jim Bickel is leaving for China today where he will continue to direct the expansion of the company's subsidiary structure to include a new Redwood Medical subsidiary as well as to meet with existing Redwood Capital clients, interview several new potential clients, meet with new sovereign wealth funds, and direct the activities of all of the company's subsidiary management teams.

Redwood Group International was recently formed to house both Redwood Capital and Redwood Medical, which was established to serve companies seeking to import Western medical technologies and products into China, widely considered the largest consumer market in the world. Mr. Bickel expects to be in China for approximately 3 weeks.

“With the expansion of our subsidiary structure in China, it has become even more critical that S3 management meet face-to-face with the subsidiary management teams and staff as well as clients and customers, both existing and potential, for Redwood Capital,” said Jim Bickel, chairman and CEO of S3 Investment Company. “The meetings with sovereign wealth funds are expected to provide additional potential opportunities for Redwood Group International's subsidiary businesses.”

“There is much to be accomplished during this 3-week trip, and we will continue to communicate with shareholders as events warrant,” he added.

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.

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