

SOHM Announces New Anti Diarrheal Products Launch in Indian Market



BUENA PARK, CA—(Marketwire -08/05/11)- SOHM, Inc. (Pinksheets: SHMN.PK – News), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories with global headquarters in North America, has introduced anti diarrheal products in the Indian market through its Indian manufacturing and marketing facility, with a view to grab the sizeable share in the Indian market under the brand name DIORAC.

Shailesh Shah, CEO of SOHM, Inc., stated that DIORAC is a combination of the safest and most effective prebiotic and probiotic ingredients in the most convenient and accurate dosage form.

As per the industry's estimates, the current market size of anti diarrheal products in India is around Rs. 2.5 billion. Published reports say Rotavirus infections are the leading cause of the diarrhea-associated mortality in developing countries and in India. It is the leading cause of dehydration and accounts for more than 2,50,000 deaths of children annually in India, Mr. Shailesh Shah added.

November to March is the most vulnerable period of Rotavirus diarrhea in India and almost every day more than thousands of children are affected by Rotavirus diarrhea in countries like India. Mr. Shailesh Shah says entry in the new segment will provide SOHM India Private Limited, not only substantial volumes, but also give SOHM an ability to add a life saving product in its range, especially in India, where more than 40% mortality for children below 5 years is attributed to dehydration caused by diarrhea.

DIORAC is just one of the humble steps in the service gastroenterology by SOHM to be a Solution-Conscious Company in the armamentarium of Doctors.

Mr. Shailesh Shah is confident that, with the help of the powerful field force of the company and strong coverage and penetration in the northeastern part of India, the company will add sizeable revenue and profit in its Indian turn over.

About SOHM, Inc.

SOHM, Inc. is a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories. Global headquarters is located in North America with manufacturing sites in India. Generic pharmaceuticals are exported globally with a focus on distribution in emerging markets in Africa, Latin America, and Southeast Asia.

www.sohm.com

Safe Harbor Statement

This press release contains statements, which may constitute “forward-looking statements” within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Those statements include statements regarding the intent, belief or current expectations of SOHM, Inc., and members of their management as well as the assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Important factors currently known to management that could cause actual results to differ materially from those in forward-statements include fluctuation of operating results, the ability to compete successfully and the ability to complete before-mentioned transactions. The company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results.