

## SOHM Expanding Generic Drug Distribution Within Emerging Pharmaceutical Markets In Mexico and Latin America



Strategic Alliance In Mexico Expected to Accelerate Market Penetration and Revenue Growth

BUENA PARK, CA, October 28, 2010 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories today announced that the Company is expanding its generic drug distribution within the emerging pharmaceutical markets in Mexico and Latin America. The Company is currently working with large scale distribution organizations to form a strategic alliance in Mexico which is expected to accelerate market penetration and revenue growth both in Mexico and Latin America. The Company's direct manufacturing of generic pharmaceuticals allows pricing advantages and distribution of quality drugs to consumers remaining underserved or with limited access to medicine in this region.

Geographically, the Latin America pharmaceutical market is vast, comprising of the eight major economies of the South American continent. Brazil is a leading market in this geography, followed by Mexico, Argentina, Venezuela, Colombia, Chile, Peru and Cuba. The pharmaceutical market in Latin America is pegged at about \$50 billion with generic companies contributing almost 35 percent. As per IMS' Global Market Trends this market has a healthy growth of around 11.6 percent. With an average growth rate of 13 percent it is estimated to be worth \$80 billion by 2013.

Vice President for Corporate Strategy at SOHM, Inc., Shailesh Shah stated, "Latin America is a focus point for generic drug distribution and with \$50 billion in pharmaceutical drug revenue we see a very lucrative market opportunity. Governments of these countries are offering support to further improve healthcare program's and reduce drug costs and this present's immense business opportunities to Indian drug manufacturers like SOHM. Over the next five years, the Brazilian and Mexican markets are expected to double, and we expect to be right in the middle of this growth opportunity providing cost effective generic pharmaceuticals to the population in this region."

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](http://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.

For more information, please contact:

SOHM, Inc.

Investor Relations

(714) 522-6700