

## SOHM, Inc. taps CART to support their entry into the US OTC Retail and Convenience Marketplace.



BUENA PARK, CA – –(Marketwire – Feb 20, 2014) – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical, nutraceutical and cosmeceutical manufacturing company, today announces the tie up with the Center for Advancing Retail Technology to assist in their marketing and distribution into the US OTC Retail and Convenience Marketplace.

Shailesh Shah, president and CEO of SOHM, stated, “CART has the marketing expertise that we were looking of as we evaluated various channel opportunities into the US OTC retail and convenience Multi National Retail Markets” CART will be testing various products over the next three months to determine the best product configuration product mix and distribution channels in an effort to have SOHMED™ products CART Registered for NGA status. The engagement includes test marketing, case study preparation and an on-going commitment to marketing SOHM products. SOHM views the relationship with CART as a critical strategic relationship for their OTC and nutraceutical product lines. “CART is excited to be working with SOHM to optimize their retailer sell-through” said Sterling Hawkins of the Center for Advancing Retail, “making high quality and innovative pharmaceutical, cosmeceutical and nutraceutical private label products accessible in the retail space will be a win for stores, wholesalers and consumers alike.”

### ABOUT SOHM, Inc.

SOHM, Inc. is a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories. Besides generic drugs, SOHM also has manufacturing facilities for food supplements and cosmetics. The Company has global headquarters located in California, U.S., with manufacturing facilities in India. SOHM exports

generic pharmaceuticals worldwide, placing a heavy focus on distribution in emerging markets in Africa, Latin America, and Southeast Asia. For more information visit the company's website at: [www.sohm.com](http://www.sohm.com)

## ABOUT CART

The Center for Advancing Retail & Technology (<http://advancingretail.org>) and NGA National Grocers Association) have partnered to connect its members to the NGA Solution Center and the NGA Innovation Center, which helps them gain access to research, innovative and mission-critical technology solutions while providing valuable guidance and best-practices.

## 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

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