

SOHM India Announces Appointment of New Vice President of Operations



BUENA PARK, CA, December 8, 2009 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today the appointment of Mr. Shaunak Parikh as Vice President of Operations. In this role, Mr. Parikh will be responsible for the Company’s manufacturing and procurement systems at the Ahmadabad, India office. His focus will be managing and growing the direction of the Company’s manufacturing operations, including all operational activity and operations pertaining to procurement of raw material, packing material, manufacturing, and product formulation. Mr. Parikh will report directly to Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc.

Mr. Parikh brings to SOHM, Inc. significant senior-level operations expertise with 25 years of pharmaceutical manufacturing experience. His working exposure at all levels in the industry has widened his vision to look into the forthcoming changes in the industry which gives SOHM valuable market insight. His grass root experience at the floor level will induce an in-depth analytical approach to understanding and streamlining the quality of the products, operation, and functioning systems at all corporate and operational levels. This appointment strengthens the manufacturing and procurement of quality material with the most competitive rates and will help company to acquire market share from well established pharmaceutical players.

“We are excited to welcome Mr. Parikh to the SOHM management team,” stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc. “As we continue to build the SOHM brand we are committed to expanding our customer base to drive sales growth. We are confident that Mr. Parikh’s background in building operational and manufacturing strength will serve to support our pharmaceutical brand well, particularly as it relates to identifying and responding to market opportunities which is critical to driving the Company’s revenue and earnings.”

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.

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