

SOHM India Announces Branded Launch of 6 Fast Moving Health Products In India's Food Supplement Segment



India's Food Supplement Market Growing At 16% CAGR With Triple Digit Profit Margins

BUENA PARK, CA, September 28, 2009 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today the branded launch of 6 fast moving health products in India's food supplement market. India's food supplement market was almost Rs 1350 Crores, USD \$338 million, in 2008. The CAGR, Compound Annual Growth Rate, was 16% with triple digit profit margins making this a very profitable segment of the healthcare market for SOHM in India. SOHM has large scale distributors covering the major parts of north and east India and all major Indian cities in this area with revenue production expected in Q4 2009.

India's food supplement market share leader is held by Vitamin B complex valued at Rs. 9 billion, USD \$188 million, in the year 2008. The next market share leader is Multivitamins, valued at Rs. 6.5 billion, USD \$136 million and the third major leader is anti-oxidants which was around Rs. 6 billion, USD \$125 million. The company already has three branded names under the SOHM brand to cover all market segments and by the end of October SOHM will enter into the major India markets in north and east India to achieve sizable sales volume through Q4 2009.

By the end of December 2009, the company will cover major parts of north and east India, having a chain of distributors' at all major Indian cities in this region.

Nitin Shah, Vice President of Marketing at SOHM, India stated, "The winter season is approaching in India and SOHM will have product coverage in every major part of north and east India. Our chain of distributor's in all major Indian cities will aggressively work to gain market share. There is a small percentage of people in India that currently use food supplements and as their popularity grows SOHM will be a key provider to these consumers."

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.

For more information, please contact:
SOHM, Inc.
Investor Relations
(714) 522-6700