

SOHM India Announces Launch of 26 Branded Generic Pharmaceutical Products In India's Largest State Covering 1.5 Billion People



Product Launch Timed For Winter Period Featuring Two Powerful and Highly Consumed Antibiotics For Respiratory Diseases

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 launch of 26 branded generic pharmaceutical products in India. The Company has already appointed two distributors in Northern India covering the largest state of India with a population of almost 1.5 billion people.

Considering the coming winter period, the Company has included two powerful and highly consumed antibiotics for respiratory diseases. The product launch also includes anti-colds, anti-asthmatics, and cough suppressant products. These products will be manufactured by the Company's facilities in India with immediate market response and penetration expected.

Uttar Pradesh, India's largest state, always experiences severe cold and continuous fog in the months from November through February. There is a tremendous need for SOHM's antibiotics, anti-colds, anti-asthmatics, and cough suppressant products during these months. In addition to the two distributors in Northern India SOHM is in negotiations with two more distributors to introduce the Company's generic drugs to the eastern part of India.

Nitin Shah, Vice President of Marketing at SOHM, India stated, "Uttar Pradesh, Bihar, and India's North Eastern States always have a strong winter season with massive consumption of anti-cold and cough suppressants. This a major market niche for SOHM to capture a large part of the consumption of these products in this area."

"The domestic pharmaceutical market in India continues to grow and is currently over \$10 billion in annual sales. Keeping this in mind and accounting for our progress in generic pharmaceutical product development and marketing initiatives is very encouraging," stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc. "The launch of our latest 26 products demonstrates SOHM's commitment to expanding the range and depth of our product lines while continuing to offer pricing advantages to our customers. We are confident in our future growth prospects as we continue to expand our product lines and attract new sales channels."

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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