

SOHM India Boosts Generic Pharmaceutical Marketing Program With Up To 60 Field Staff And Sales Associates Covering India's Most Populated States



BUENA PARK, CA, August 30, 2010 – SOHM, Inc. (Pink Sheets: SHMN), announced today its generic pharmaceutical marketing program received a significant boost with up to 60 field staff and sales associates covering India's most populated states. The Company started its marketing initiative in the largest state of India, Uttar Pradesh, last year and it has been a huge success producing repeat orders, increasing the Company's market share in India and generating record revenue. SOHM's private label generic drugs are economically priced and being well received by consumers and the medical community in India.

Branded generics represent the most significant growth opportunity in emerging markets for pharmaceutical sales. Today, branded generics account for 25 percent of the global pharmaceutical market and have the majority of market share in the largest emerging markets. These target markets offer the highest global growth rates, continue to be very profitable and are largely underrepresented by large drug companies.

Northern India has a population of 540 million or roughly 48% of India's total population of 1.13 billion. India is a union of twenty-eight states and seven union territories. The five states of Uttar Pradesh, Maharashtra, Bihar, West Bengal and Andhra Pradesh account for almost half (48.84 percent) of the total Indian population.

"Marketing initiatives are being increased in regions that have proven to have high levels of consumer acceptance for our pharmaceuticals," stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc.. "We also have strong distribution in these areas and committed dealers who confidently sell the SOHM brand. Additionally, each area represents a strong concentration of target consumers offering significant market penetration opportunities."

About SOHM, Inc.

SOHM, Inc. is a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories. Global headquarters are 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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