

SOHM India Building Alliances and Market Share Within India's \$1 Billion Nutraceutical and Food Supplement Market



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BUENA PARK, CA, January 11, 2011 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today that the Company has made progress building alliances and market share within India's \$1 billion nutraceutical and food supplement market. Strengthened strategic alliances with India-based distributors focused on growing product sales.

The market for nutraceuticals in India is estimated to be \$1 billion USD. While the global market is growing at a CAGR of seven percent, the Indian market has been growing much faster at a CAGR of 18 percent for the last three years. The latent market in India is two to four times the current market size and is between \$2 billion to \$4 billion USD with almost 148 million potential customers, states the Ernst & Young study titled 'Nutraceuticals – Critical supplement for building a healthy India.'

Nutraceuticals and food supplements are in their infancy in India and other emerging markets. Many developed countries have defined this market segment only in the last 15 years. With more than forty percent of deaths in developing countries attributable to risk factors linked to nutrition; nutraceuticals and food supplements are gaining momentum and credibility with vast numbers of new 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.

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