

# SOHM India Enters High Growth Multi-Vitamin and Antioxidant Product Segment With Distribution In India and Emerging Target Markets



## Product Line Diversification and Distribution Into High Growth Niche Market a Priority For SOHM

BUENA PARK, CA, February 8, 2010 – 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 entered the multi-vitamin and antioxidant product segment in India and emerging target markets. The India market alone is estimated to be around \$300 Million USD with a growth rate of 12 -15 per cent. The trend towards preventive healthcare in India makes diversifying into the production of nutraceuticals such as multi-vitamins and antioxidants a priority high growth market segment for SOHM.

Growth vectors for SOHM product lines in India and emerging target markets include the aging population, changing lifestyle, increasing medical costs, higher spending power, awareness of preventive medicine, and increasing malnutrition led diseases. SOHM has a competitive edge through the Company's branding, pricing, promotional activities and distribution partners.

"As people in emerging markets such as India become more health-conscious they start to realize the need for dietary supplements to help them cope with the fast-changing pace of life," stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc. "Western work ethic and eating habits have put people at the risk of diabetes, cholesterol, heart ailments, arthritis and other ailments. The wide range of SOHM nutraceutical products including multi-vitamins and antioxidants help to reduce the risk of chronic disease and many people in India and emerging markets are realizing the benefits of prevention for the treatment of disease."

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](http://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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