

SOHM India Highlights Population, Geographical Information, and Market Potential For India's Generic Pharmaceutical Market



BUENA PARK, CA, September 29, 2009 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today population, geographical, and market potential information for the generic pharmaceutical market in India. Specifically the Company wanted to clarify both population and geographical information concerning a press release on September 28th, 2009. The Company stated Northern India had a population of almost 1.5 billion people which should read, “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. As of 2008, with an estimated population of 1.13 billion, India is the world’s second most populous country after the People’s Republic of China. 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.

According to Crisil Research, the Indian pharmaceutical industry was valued at \$13 billion in 2006-07. Of this, the domestic formulation segment accounted for almost 48%, the formulation export market accounted for about 25%, and bulk drug exports represented 27%. Pharmaceutical sales are forecast to reach \$20 billion by 2015 and position India among the world’s top 10 pharmaceuticals markets.

Despite the global recession, Fitch Ratings expects demand for Indian pharmaceuticals to remain largely stable, driven by the inherent stability of demand for core pharmaceutical products and the lower cost of Indian generics relative to Western branded counterparts.

India has had a strong domestic pharmaceutical market and a growing population which already exceeds one billion. Pharmaceutical is one of the fastest growing sectors of the Indian economy. India has the fourth largest pharmaceutical market by volume (8% of global total) and the thirteenth largest by value (less than 1% of global total). Between 1996 and 2006, sales of pharmaceuticals rose 9% annually. Demand in India is growing faster than the global market due to the country’s rising population, increasing number of seniors and growing personal income.

India is emerging as a competitive outsourcing hub and already plays a major role in the global pharmaceutical industry as a manufacturer of Active Pharmaceutical Ingredients (APIs) and intermediates for drug makers. As a production location, India is attractive because of its educated population and low wages. Global pharmaceutical companies are establishing long-

term relationships with manufacturers and contract research providers in India. Since the end of the 1980s, India has exported more pharmaceuticals than it imports.

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

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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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