

SOHM India Names Pharmaceutical Veteran Nitin Shah as Vice President of Marketing



Expert In India and Emerging Market Pharmaceutical Sales To Lead Large Scale Distribution of Generic Drugs

BUENA PARK, CA, September 10, 2009 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today the appointment of Nitin Shah as Vice President of Marketing for SOHM, India. Mr. Shah's appointment fills an important role on SOHM's team. SOHM believes that Mr. Shah's 28 years of experience in pharmaceutical marketing and sales will be a great asset to the company as it moves its pipeline of generic pharmaceutical products to large scale distribution in India.

As previously announced in June the Company expects pharmaceutical sales in India to be a significant contributor to revenue and earnings in 2009. The domestic pharmaceutical market in India is significant at around \$10 billion in annual sales. Annual growth rates have doubled for the domestic market from 7% to 14% over the past couple years.

Mr. Nitin joins SOHM with 28 years of experience in pharmaceutical marketing and sales. He has a post graduate qualification in chemistry, marketing and import/export management with in-depth knowledge of the under currents of the pharmaceutical market of India and its sub-continent. Mr. Shah is an expert in product management and brand building and is known for his experience in India's pharmaceutical sales marketing trends, consumer behavior, legal and political aspects of the market.

"His through knowledge of the Indian market and his contacts and experience in emerging markets will strengthen the position of the company and allow for large scale distribution of generic drug lines." stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc.

Nitin Shah, Vice President of Marketing at SOHM, India stated, "India is a huge country with varied markets and multiple societies that require experienced leadership in marketing and sales strategies. These markets are huge opportunities for aggressive generic drug manufacturers like SOHM and we have penetrated every segment of the Indian market from metro markets like Mumbai to the deep interior rural markets, where health care is still in a primitive condition."

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.

Investor Relations

(714) 522-6700