

SOHM India Signs Strategic Alliance With Pharmaceutical Manufacturer In The Tax Exempt Area Of Himachal Pradesh, India



Alliance Allows SOHM to Double Pharmaceutical Production Capability, Reduce Costs By 6 Percent, and Increase Profitability

BUENA PARK, CA, February 9, 2010 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today the signing of a strategic alliance with its India manufacturing unit, SOHM India, and a pharmaceutical manufacturer in Himachal Pradesh, the Tax Exempt area of the India. The alliance allows SOHM to double pharmaceutical production capability, reduce costs by 6 percent, and increase profitability.

The strategic alliance with the manufacturing house currently has a range of 85 products covering major therapeutic categories and marketing within the northern region of India. SOHM India will utilize 100% of the manufacturing capacity of the manufacturing house along with its own capacity. SOHM India will take over the existing 85 products of the manufacturing unit and private label and market them under the banner of SOHM India and SOHM USA.

“The manufacturing house facilities can produce all essential products in the dosage forms including tablets, capsules and oral liquids with excellent packing facilities,” stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc. “This will allow SOHM India to fulfill our growing market demand in the coming season and achieve the manufacturing volume growth needed to fulfill purchase orders. Himachal Pradesh is an area which is declared a tax exempt area by the government of India and this will help to reduce operating costs by almost 6 % and increase profitability.”

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