

SOHM India Targets \$600 Million Generic Drug Market For Asthma and Respiratory Disease In India With Addition of 6 New Pharmaceutical Products



BUENA PARK, CA, October 28, 2010 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories today announced the addition of 6 new generic pharmaceutical products targeting asthma and respiratory disease. India's respiratory drug market size is approximately \$ 600 million annually. Acute respiratory diseases in India have grown by 33 percent from 2005-2010 which is a significantly higher growth rate compared to other communicable diseases.

Respiratory diseases are one of the most common forms of ill-health plaguing the Indian population today. They are also a leading cause of hospitalization and death. Allergic respiratory disorders, in particular asthma, have recorded abnormally high levels in India. Even though genetic predisposition is one of the main factors of respiratory disease there is an increased prevalence due to urbanization, air pollution and environmental tobacco smoke.

"The market for respiratory products in India is huge," stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc. "This market, combined with India being the TB capital of the world, makes the market potential of the additional new generic pharmaceutical products substantial. With total drug spending on respiratory disease in India at approximately \$600 million we feel confident this product line increase revenue as distribution begins this quarter."

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.

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