

SOHM India To Boost Generic Pharmaceutical Product Line As Blockbuster Drugs Lose Patent Protection



49 First Line Products Including Topamax, Effexor XR, Lipitor, Plavix and Cymbalta To Lose Patent Protection Over The Next Five Years

BUENA PARK, CA, October 25, 2010 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today its India based pharmaceutical manufacturing facility sees a boost in its generic drug line as blockbuster drugs lose patent protection. Branded products, many of them first-line therapies, will lose patent protection over the next 5 years in the US and present significant opportunities for product line expansion. Over 49 such products will be affected by the end of 2013, including Topamax, Effexor XR, Lipitor, Plavix and Cymbalta. The Company expects to continue to expand its product lines and strengthen market penetration and revenue growth in key emerging markets including India, Africa, Latin America, and Southeast Asia.

Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc. stated, “Branded generics represent the most significant growth opportunity in emerging markets for pharmaceutical sales. Today, branded generics account for 25 percent of the global pharmaceutical market and have the majority of market share in the largest emerging markets. These target markets offer the highest global growth rates, continue to be very profitable and are largely underrepresented by large drug companies. We see huge potential for increased revenue and sales growth of the SOHM brand.”

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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