

SOHM India To Partner With Global Efficiency Firm To Manage Triple Digit Growth Within India, Sri Lanka, Southeast Asia, Africa, Mexico and Latin America and to Advise on Strategic Acquisitions



BUENA PARK, CA, October 29, 2010 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today that the Company is negotiating to partner with a global efficiency firm headquartered in India. The firm will assist with managing soaring growth in India, Sri Lanka, Southeast Asia, Africa, Mexico and Latin America. Areas of concentration include the ideal route and strategies to manage triple digit growth, enhancing product offerings, improving management competencies, and effective management of the global sales force. The firm will also advise on strategic acquisitions which include additional manufacturing facilities and regional opportunities to acquire market share in key pharmaceutical markets.

“Operational enhancements, streamlining manufacturing facilities, and efficiency focused changes are exciting, and all point to the success that we are experiencing as a company,” stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc. “SOHM is growing quickly, and we are planning future growth by investing in expertise that is both aggressive and strategic. We believe hiring specialists will improve all aspects of our Company thereby increasing the efficiency and effectiveness of our operations and potentially reducing costs and improving profit margins.”

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:

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