

## SOHM Promotes High Performance VP As New CEO



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BUENA PARK, CA, January 7, 2011 – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories announced today it has promoted Shailesh Shah, former Vice President for Corporate Strategy, to the position of President and CEO of SOHM's U.S. India, and Global Operations. Mr. Shah's promotion will be effective January 15, 2011. Shailesh Shah's performance and leadership has produced record revenue in 2010 with triple digit growth in US and India pharmaceutical markets. Emerging export markets in South East Asia, Latin America, and Africa are expected to become significant revenue producers as new partnerships and alliances mature in 2011.

"India, with its growing population and pharmaceutical needs, is the right place for SOHM to expand manufacturing operations to serve local markets and also our export markets," stated Shailesh Shah, President and CEO Elect of SOHM, Inc. "We are creating new opportunities for partnerships and joint ventures with Indian businesses and also our key emerging markets in South East Asia, Latin America, and Africa. With an integrated team, we will continue to develop generic pharmaceutical products that meet the population's demands in these growing markets. Our philosophy of providing millions of people access to quality generic drugs that were previously left out because of high prices and lack of distribution will drive growth in 2011."

#### **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](http://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.