

# SOHM Receives (CPR) Certificate of Product Registration in the Philippines



BUENA PARK, CA—(Marketwire -11/07/11)- SOHM, Inc. (Pinksheets: [SHMN.PK](#) – [News](#)), a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories, announced today that the Company has received from FDA, Philippines (Food and Drug Administration, Philippines) two Certificate of Product Registrations (CPR) for two products: one in Anti Hypertension and another in Analgesic Therapeutic segments.

The Company has a number of open large-scale sales channels to begin sales and penetrate the market in the Philippines, which is approximately \$1.8 billion annually. The Philippines pharmaceutical market is growing at over 10% annually. Generic pharmaceutical sales in the Philippines will begin in the fourth quarter, but Q1 2012 will be the first full quarter of sales from these products.

Mr. Shailesh Shah, CEO, stated, “SOHM’s strategy is to capture specific areas of the Philippines generic drug market and we have been very successful creating sales channels in this underserved market. The current role of the pharmaceutical industry’s sales and marketing workforce will be replaced by a new model over the next ten years as the industry shifts from a mass-market to a target-market approach to increase revenue. In view of enormous growth prospects in the Asian pharmaceutical market, we are far ahead of our competition in the development and implementation of our Asian sales strategy.”

## **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