

SOHM Signs Exclusive Agreement For Distribution of Generic Pharmaceuticals In Sri Lanka



SOHM Continues To Broaden International Sales Channels In Southeast Asia

BUENA PARK, CA, August 27, 2010 – SOHM, Inc. (Pink Sheets: SHMN), announced today that it has further broadened its international sales channels in Southeast Asia by signing an exclusive distribution agreement for the marketing and distribution of SOHM's private label generic pharmaceutical products in Sri Lanka. The Company is positioned to capitalize and increase market share in the world's fastest-growing pharmaceutical market; Southeast Asia.

The Company's direct manufacturing of generic pharmaceuticals allows pricing advantages and distribution of quality drugs to consumers remaining underserved or with limited access to medicine in Southeast Asia. Health issues not being addressed in this region such as contagious diseases and life style disorders such as cardiovascular, diabetes, musculoskeletal disorders and cancer offer an exceptional opportunity to expand SOHM's market share and serve the populations of these countries.

Southeast Asia is the fourth-largest pharmaceutical market in the world, behind the United States, Japan, and Europe. Southeast Asia is also the world's fastest-growing pharmaceutical market. Factors driving this market expansion include economic growth, a broadening middle class, growing and aging population, increasing economic liberalization, and an expanded government and private-sector role in improving health care. According to BMI's drug expenditure forecast model pharmaceutical sales in Sri Lanka are expected to increase from US\$339 million in 2009 to US\$388 million in 2010 with a 12.6% growth rate. Sri Lanka is ranked as the most liberalized economy in South Asia and is positioned as the Gateway to Asia, with its open economy and superior logistics for serving as a regional trade hub.

"This agreement is another significant milestone in our goal to increase international distribution of SOHM's private label pharmaceutical products and increases our market advantage in Southeast Asia," stated Shailesh Shah, Vice President for Corporate Strategy at SOHM, Inc. "We believe this market has tremendous potential for our generic pharmaceutical products and we are confident that our sales team can maximize our market penetration making SOHM a leading generic drug brand in this region "

About SOHM, Inc.

SOHM, Inc. is a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories. Global headquarters are 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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