



Franchisees
for **fair value**

Defending the rights of the
independent pharmacy owner against the
unfair and predatory practices of Cardinal Health.

Please join the Board of PFOA-MS & MC and our attorneys
February 9 or 10 at 7:00 PM CST on a Conference Call
(1.866.470.9643; Passcode: 2150972837) to ask further questions.

February 4, 2010

To: All Current MSI/MC Franchisees (Option 1 & Option 3)
Re: Keeping Them Honest

As we pursue defending the value of our franchises against the unfair and predatory practices of CAH, it will be important to keep the record straight about rumors and misstatements that may be circulating. Be sure to take what you hear with a grain of salt.

Myth #1: Our legal action has no merit.

The Truth: We have retained capable, experienced legal counsel and we believe that we have a very viable case against the actions taken by CAH/MSI to undermine the value of our brand and the financial sustainability of our franchise businesses. Furthermore, no lawsuit has been filed yet. CAH/MSI cannot possibly comment on the merits of the case without seeing a formal complaint.

The target of a lawsuit often will say a suit has no merit. Has anyone ever seen a big lawsuit filed against a defendant, when the defendant or the defendant's lawyer doesn't say something to the effect that "the lawsuit has no basis and the defendant intends to vigorously defend the suit"? We hear those kinds of statements everyday -- no one admits liability. Even people charged with a crime profess their innocence and say they are looking forward to the day when they will be vindicated in court. Don't be intimidated and don't let anyone play mind games with you.

Myth #2: Franchisees who participated in earlier litigation or who selected Option 1 cannot participate in this or any other future legal action.

The Truth: The release signed by those who participated in the earlier action was for things that happened in the past -- not the future. At this time, the legal action we are considering will be based on the 2009 Offering, which occurred *after* the first suit.

It is our position that those who selected Option 1 were fraudulently induced to do so. Thus, we believe that there are legitimate defenses to the purported releases signed by those franchisees who selected Option 1 as well.

In closing, we will continue to share updates and keep everyone informed. We will do our best to ensure that myths and false statements are responded to quickly. As our memo last week outlined, we encourage all current Medicine Shoppe and Medicap franchisees to consider joining our legal action team. Our united front will deliver important results for all of us.

PFOA-MS & PFOA-MC

"To Preserve, Protect and Promote the Interests of Pharmacy Franchise Owners."

PFOA-MS & PFOA-MC Board Members & Recruiting Members

Please call one of us to learn more about joining.



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