



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

January 26, 2010

To: OPTION 1 AND MFN FRANCHISEES

Re: Securing the long-term health of our pharmacies

As independent pharmacy owners, the value of our brand and the financial strength of our stores are critical elements of our long-term viability. We are encouraging Medicine Shoppe and Medicap franchisees to join together to ensure that our agreements with Medicine Shoppe (MSI) and Cardinal Health (CAH) are fair, that MSI/CAH honor their longstanding promises, and that the companies' actions promote and support the Medicine Shoppe and Medicap brands.

A few questions to consider:

1. Do you feel that you've been treated unfairly with the 2009 Offering?
2. Are you wondering why you prepaid franchise fees while non franchisee pharmacies pay only \$499 a month with a 90-day notice to walk away?
3. Did you feel pressured and rushed into signing Option 1 by April 10, 2009?
4. Did you choose Option 1 because you were told that the new program would only go into effect only if an overwhelming majority (95%) of franchisees agreed to convert?
5. If you had a Most Favored Nations Agreement, do you feel that MSI failed to honor its promises to give you the same deal they offered new franchisees?
6. Do you think the required CAH purchasing program is unfair?

*If you answer YES to any of these, we encourage you to understand your options. Join others who want to improve their pharmacy's future. A strong, united franchise association is the best vehicle to address the unfair treatment of a franchisor.*

We have retained legal counsel and plan to aggressively pursue our goals. We believe that those who selected Option 1 can challenge the releases they signed on the grounds that they were fraudulently induced in making their selection. MSI/CAH have made several different offers that contradict what most of us believe to be in our collective best interest. We need to join together to get their attention and ensure that we protect the value of our businesses and all our hard work.

Attached is a list of PFOA-MS board members and recruiting committee members, each ready to speak with you about this legal issue and answer specific questions you may have. We look forward to hearing from you and working together to secure our collective future.

Thank you.

**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.*



Franchisees  
for fair value

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

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