PIER 1 IMPORTS INC/DE Form DEFA14A May 17, 2010

## **UNITED STATES**

## SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

### **SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the

Securities Exchange Act of 1934

(Amendment No. )

Filed by the Registrant x

Filed by a Party other than the Registrant "

Check the appropriate box:

- " Preliminary Proxy Statement
- " Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- " Definitive Proxy Statement
- x Definitive Additional Materials
- " Soliciting Material under §240.14a-12

# PIER 1 IMPORTS, INC.

(Name of registrant as specified in its charter)

(Name of person(s) filing proxy statement, if other than the registrant)

Payment of Filing Fee (Check the appropriate box):

### Edgar Filing: PIER 1 IMPORTS INC/DE - Form DEFA14A

- x No fee required.
- " Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
  - (1) Title of each class of securities to which the transaction applies:
  - (2) Aggregate number of securities to which the transaction applies:
  - (3) Per unit price or other underlying value of the transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
  - (4) Proposed maximum aggregate value of the transaction:
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- " Fee paid previously with preliminary materials.
- " Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
  - (1) Amount Previously Paid:
  - (2) Form, Schedule or Registration Statement No.:
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Changes to regulatory requirements concerning the delivery of proxy material provide companies the opportunity to drastically reduce the number of documents they print, resulting in significant savings in printing and mailing expenses and providing significant environmental benefits for all. For your convenience, shareowner proxy materials are available online in a format that is searchable, downloadable and printable. We encourage you to review this material online before voting your shares. It is available to you (via email, phone or Internet) by following the directions in the attached Notice of Internet Availability (Notice).

#### Why did I receive this Notice and not a full set of Proxy Materials?

Companies now have the option of sending a full-set of proxy materials to shareowners or providing them with a more economical and environmentally friendly Notice informing shareowners where their proxy materials are available online.

#### How do I access my proxy materials online?

The enclosed Notice contains the web site address where your proxy materials are located. We urge you to review the interactive online documents. You can print, download, email or search for specific information before voting your shares.

#### How do I Vote my Shares?

You can use the Internet to vote your shares. On the landing page of the web site provided in the Notice, locate the box labeled To Vote Your Shares by Internet and click on **Vote Now** to access the electronic proxy card and vote your shares. You will need to provide the 11-digit control number located on the Notice. We encourage you to review the online proxy materials before voting.

#### What are the benefits of Notice & Access?

Notice and Access will significantly reduce our printing, delivery and postage costs. This will also help reduce the environmental impact of the proxy voting process as we will be using much less paper for printing and fuel for delivering proxy materials. As a result we are able to reduce expenses and make a positive contribution to the environment.

See the enclosed Notice for instructions on how to receive the full-set of proxy materials in hardcopy form.

#### Make a positive impact on the environment by reviewing your proxy materials online

#### and voting your shares electronically.

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