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):

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X	No fee required.		
	Fee o	Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.	
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(4) Date Filed:

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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.

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

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