



2010 PIER 1 IMPORTS/UNICEF greeting card contest

Artist's Name _____

Artist's Age as of March 5, 2010 _____

Parent's Name _____

Home Address _____

City _____

State _____ Zip _____

Parent's Work Phone _____

Home Phone _____

Parent's Email Address _____

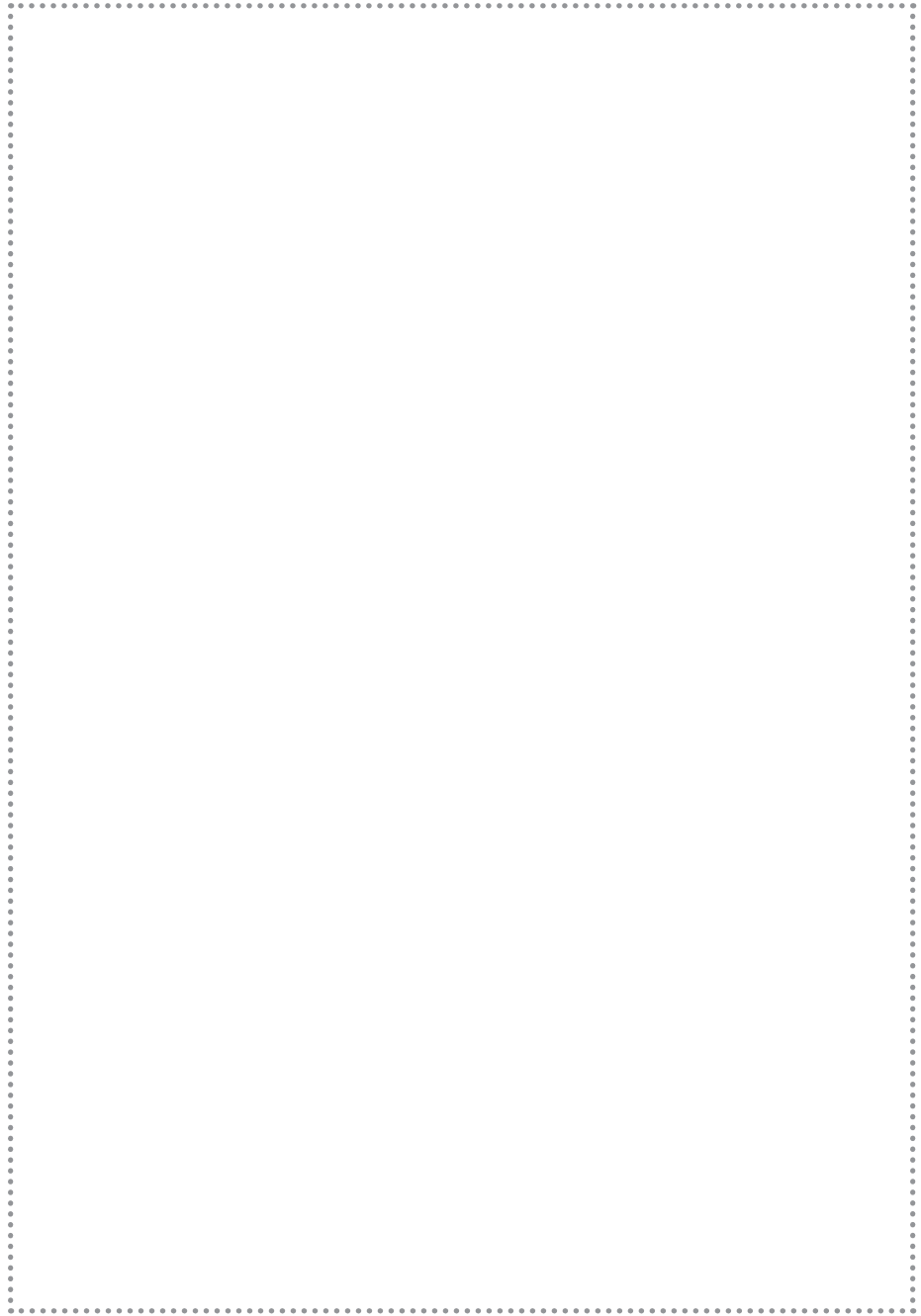
Artist's School _____

Want to get the scoop on Trick-or-Treat for UNICEF
and other UNICEF youth programs?

Yes No

Draw a picture. Create a better world.

1. If you're 14 or younger as of March 5, 2010, use the blank space below to draw your best holiday scene. This year's theme is "**Joy to the World,**" so use your picture to show us what that theme means to you.
2. If your drawing wins, it will be printed as an official UNICEF holiday card and sold at U.S. Pier 1 Imports stores nationwide. You'll also receive a \$5,000 scholarship, and your school will receive \$500 worth of art supplies. Best of all, 100% of the proceeds will go to the U.S. Fund for UNICEF to help children all over the world.
3. Make sure you read the complete instructions and rules on the back, then send us your entry by March 5, 2010.



2010 Pier 1 Imports®/UNICEF Greeting Card Contest
Sponsored by the U.S. Fund for UNICEF and Pier 1 Imports (U.S.) Inc.
2010 OFFICIAL CONTEST RULES - NO PURCHASE NECESSARY TO ENTER OR WIN

1. Description of Contest: The purpose of the 2010 Pier 1 Imports/UNICEF Greeting Card Contest (the "Contest") is to select one winning design created by a child that the U.S. Fund for UNICEF will print and reproduce as a greeting card to be sold exclusively at U.S. Pier 1 Imports company-owned stores. Eligible contestants are invited to draw a card that depicts their interpretation of the theme "Joy to the World." Proceeds from the sale of UNICEF greeting cards during the 2010 holiday season at U.S. Pier 1 Imports company-owned stores go directly to the U.S. Fund for UNICEF.

2. Eligibility: All children ages 14 and under as of March 5, 2010, who are legal residents of the 50 United States are eligible to participate, with the exception of children of employees of the United Nations, UNICEF, the U.S. Fund for UNICEF, Pier 1 Imports, and each of their affiliated entities.

3. How to Enter:

a. Beginning February 1, 2010, official entry kits can be downloaded free, no purchase necessary, from Pier 1 Imports' website, www.pier1.com, and U.S. Fund for UNICEF's website, www.unicefusa.org. Entry forms are also available in all U.S. Pier 1 company-owned stores during the contest period while supplies last. If you do not have easy access to the internet from which to download the entry form or a Pier 1 store near you, you may obtain an entry kit by calling 1-800-245-4595; for hearing impaired call 1-800-754-3251 and an entry form will be sent to you via regular U.S. mail.

b. Pencil, pen, crayon, color markers and paints are permitted. Computer or other machine-generated artwork will not be accepted. Artwork must be original and shall not infringe upon the intellectual property rights of any third party, including by way of example and not by limitation, any copyright, trademark or patent rights belonging to any third party.

c. Only one entry per child. All entries must be received by March 5, 2010.

d. Affix first-class postage on an envelope of appropriate dimensions to accommodate the completed entry form without excessive bending or folding. Mail the Official Entry Kit to Pier 1/ UNICEF Greeting Card Contest, Pier 1 Imports, 100 Pier 1 Place, Fort Worth, TX 76102. Entries returned directly to Pier 1 Imports stores or sent via the internet will not be accepted. Sponsors cannot accept and will assume no responsibility for information received via the internet.

e. Upon entry, all cards, artwork and related intellectual property rights, including but not limited to copyright, become the property of the U.S. Fund for UNICEF, without compensation to entrant. The entry cards will not be returned to the entrant. Entries may, throughout the Contest and thereafter, be distributed, used, exhibited, donated, auctioned, and/or displayed by Pier 1 Imports and/or the U.S. Fund for UNICEF (including, but not limited to, reproduction and display on the Pier 1 Imports website, the U.S. Fund for UNICEF website), and will be disposed of at the discretion of the Sponsors, all without compensation or notice to entrant.

4. Prizes:

a. One Grand Prize and one People's Choice Prize will be awarded to a participating child who is age fourteen (14) years or younger as of March 5, 2010. The Grand Prize and the People's Choice Prize may be awarded to the same child.

b. The Grand Prize consists of (i) selection of the child's artwork to appear on U.S. UNICEF cards during the 2010 holiday season; (2) a cash scholarship ("Scholarship") in the amount of \$5,000.00; and (3) \$500.00 in art supplies for the Grand Prize winner's current educational classroom. The Scholarship will be awarded to (i) the Grand Prize winner's parent or guardian, as custodian for the Grand Prize winner, to be used solely and exclusively for the Grand Prize winner's education, or (ii) if the Grand Prize winner is enrolled in an educational institution, to the Grand Prize winner's educational institution if the parent or guardian so prefers. Total retail value of the Grand Prize is \$5,500.00.

c. The People's Choice Prize consists of \$500.00 in art supplies for the People's Choice winner. Total retail value of the People's Choice Prize is \$500.00.

d. All prizes will be donated by the U.S. Fund for UNICEF and Pier 1 Imports. Receipt of the Grand Prize and/or the People's

Choice Prize is contingent on the winner or winner's complying with all terms and conditions of these Official Rules, and winning is contingent on fulfilling all requirements set forth herein. All prizes are nontransferable. No prize substitutions or redemptions. Prize winner is responsible for all taxes and expenses not listed in these rules.

e. Winner's parents or legal guardians will be required to sign an Affidavit of Eligibility, Liability & Publicity Release (the "Affidavit") acknowledging compliance with these rules and an acknowledgement of the U.S. Fund for UNICEF's ownership of the copyright, property and other ownership rights in the artwork. Receipt of these signed documents is a condition of delivery of the respective prizes to each winner.

f. The Grand Prize winning card will be printed, reproduced and sold by the U.S. Fund for UNICEF and is subject to interpretation and modification. Pier 1 Imports will have the exclusive right to reproduce and sell the Grand Prize winning card through its U.S. company-operated stores and website during the 2010 holiday season (and thereafter), and also the exclusive right along with the U.S. Fund for UNICEF to use reproductions of the People's Choice Award winning card as Pier 1 Imports official corporate greeting card for the 2010 holiday season and in connection with future UNICEF promotional campaigns. The proceeds from such Pier 1 Imports sales will be contributed to the U.S. Fund for UNICEF.

5. Winner Selection:

a. Grand Prize Winner Selection: Entries will be judged by representatives of Pier 1 Imports and the U.S. Fund for UNICEF on the creativity and quality of expression in depicting the theme "Joy to the World." The winner will be selected and notified by phone and mail on or about April 22, 2010.

b. People's Choice Prize Winner Selection: Representatives of Pier 1 Imports and the U.S. Fund for UNICEF will select up to 10 entries based on their creativity and quality of expressions in depicting the theme "Joy to the World" to be part of the People's Choice on-line contest. The entries selected will be posted on pier1.com, and visitors to the website may follow the links and instructions to vote on their favorite entry. The card entry with the most on-line votes will be deemed the People's Choice Prize Winner. On-line voting will begin on or about April 1, 2010 and stop on or about April 15, 2010. The People's Choice winner will be selected and notified by phone and mail on or about April 22, 2010.

c. If a potential winner cannot be contacted, fails to sign and return the Affidavit (referenced above) within the stated time period, if any fact set forth in the Affidavit is determined to be false, or if the prize notification is returned as undeliverable, an alternate winner will be chosen using the same criteria described above. Subject to winner verification, the decisions of the judges are final. Odds of winning are based on the number of eligible entries received. For notification of the prize winner, send a separate, self-addressed, stamped envelope (residents of Vermont may omit return postage) to UNICEF Contest Winner List-Public Relations, Pier 1 Imports, 100 Pier 1 Place, Fort Worth, TX 76102, before May 15, 2010.

d. Use of any automated system to participate in the on-line voting process is prohibited and will result in disqualification.

6. Additional Terms and Conditions:

a. Contest subject to all federal, state and local laws and regulations. This contest is void where prohibited. Applicable taxes, if any, are the responsibility of the winners.

b. Entry constitutes agreement with all of the foregoing rules and terms, and also constitutes permission to use each respective winner and their parents or legal guardian's name, likeness, contest card entry and information contained therein, artwork, statements, quotes, testimonials, photographs, and name of hometown for promotional purposes, including but not limited to posting of such information and reproduction and display of the winner's card on Sponsor's websites, except where prohibited by law. Failure to comply with the contest rules may result in the entrant's disqualification.

c. Sponsors are not responsible for (i) lost, stolen, illegible, torn, damaged, late, incomplete, or misdirected entries; (2) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures or difficulties;

(3) any condition caused by events beyond the control of the Sponsors which may cause the Contest or the awarding of prizes to be disrupted or impractical of being completed; and (4) unauthorized human intervention in any part of the entry process or the Contest. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsors reserve the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

d. Entry constitutes agreement to hold the Sponsors and their affiliated entities, together with its or their respective directors, officers, employees, agents, successors and assigns, harmless from and against any and all physical injury, damages, liabilities, losses and expenses arising out of this Contest or acceptance or use of the prize(s). Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this contest or use of redemption of any prize.

e. Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

f. This Contest offered only in the United States. Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Texas or the appropriate Texas State Court located in Tarrant County, Texas; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Texas without giving effect to any choice of law or conflict of law rules (whether of the State of Texas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Texas.

g. A copy of the latest financial report and registration for the U.S. Fund for UNICEF may be obtained by writing to: U.S. Fund for UNICEF, 125 Maiden Lane, New York, NY 10038, or Charities Bureau, Office of Attorney General, 120 Broadway, New York, NY 10271.

7. Sponsoring By: U.S. Fund for UNICEF, 125 Maiden Lane, New York, NY 10038; and Pier 1 Imports, P.O. Box 961020, Fort Worth, TX 76161-0020. U.S. Fund for UNICEF and Pier 1 Imports (U.S.) Inc. are sometimes collectively referred to herein as "Sponsor" or "Sponsors".

8. Entrant's Personal Information: Information collected from entrant is subject to Pier 1 Imports (U.S.), Inc.'s Privacy Policy (<http://www.pier1.com/SideMenu/CustomerRelations/PrivacyPolicy/tabid/111/Default.aspx>).