

Pier 1 imports[®] Customer Experience Survey Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Pier 1 imports[®] Customer Experience Survey Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (and the District of Columbia) and Canada, who are at least eighteen (18) years old at the time of entry. Employees of Pier 1 Services Company, ForeSee Results, Inc., HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, provincial, municipal, territorial and local laws and regulations and is void where prohibited by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Pier 1 Services Company, 100 Pier 1 Place, Fort Worth, TX, 76102, U.S.A. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069, U.S.A.

3. Timing: The Sweepstakes begins on May 1, 2015 at 12:00 a.m. Eastern Time ("ET"), ends on April 30, 2016 at 11:59 p.m. ET, (the "Promotion Period") and consists of twelve (12) entry periods (each a "Monthly Entry Period") as described in the chart below.

ENTRY PERIOD	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Mail-in Postmark Date	Mail-in Received Date	Approximate Drawing Date
May	5/1/2015	5/31/2015	6/1/2015	6/8/2015	6/11/2015
June	6/1/2015	6/30/2015	6/30/2015	7/7/2015	7/10/2015
July	7/1/2015	7/31/2015	7/31/2015	8/7/2015	8/12/2015
August	8/1/2015	8/31/2015	8/31/2015	9/7/2015	9/10/2015
September	9/1/2015	9/30/2015	9/30/2015	10/7/2015	10/12/2015
October	10/1/2015	10/31/2015	10/31/2015	11/7/2015	11/11/2015
November	11/1/2015	11/30/2015	11/30/2015	12/7/2015	12/10/2015
December	12/1/2015	12/31/2015	12/31/2015	1/7/2016	1/12/2016
January	1/1/2016	1/31/2016	2/1/2016	2/8/2016	2/11/2016
February	2/1/2016	2/29/2016	2/29/2016	3/7/2016	3/10/2016
March	3/1/2016	3/31/2016	3/31/2016	4/7/2016	4/12/2016
April	4/1/2016	4/30/2016	4/30/2016	5/7/2016	5/11/2016

Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: There are three (3) ways to enter:

a. Complete an on-line survey after a purchase: During the Promotion Period, after you make a purchase at a Pier 1 imports[®] store, follow the links and instructions found on your store receipt to complete a short on-line survey about your purchase experience and then complete and submit the on-line registration form, including a valid home address. P.O. Boxes are not permitted. If you confirm you would like to enter the Sweepstakes, you will automatically receive one (1) entry into the applicable Monthly Entry Period drawing and be added to Pier 1 imports' marketing program. Limit: One (1) survey per purchase.

b. Complete a telephone survey after a purchase: During the Promotion Period, after you make a purchase, call the telephone number listed on your store receipt to complete a short survey about your purchase experience and then provide registration information, including your first and last name, and your phone number. If you confirm you would like to enter the Sweepstakes, you will

automatically receive one (1) entry into the applicable Monthly Entry Period drawing. Limit: One (1) survey per purchase.

c. Enter without a purchase, completion of a survey, or being added to Pier 1 imports' marketing program: Hand print your name, address, day and evening phone numbers, email address (if any), and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Pier 1 imports® Customer Experience Survey Sweepstakes," c/o HelloWorld, Inc., Department 818815, P.O. Box 5014, Kalamazoo, MI, 49003-5014, U.S.A. You will receive one (1) entry into the applicable Monthly Entry Period drawing your for mail-in entry. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by the dates listed in the chart above and received by five (5) business days later, as stated in the chart above. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

5. Drawings: Administrator is an independent judging organization, whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Monthly Entry Period winners from all eligible entries received during the applicable Monthly Entry Period, at approximately 10:00 a.m. ET on the date listed above in Section 3 in Pleasant Ridge, MI, U.S.A. Non-winning entries will not be included in subsequent Monthly Entry Period drawings. The potential winners will be notified by email or phone. Potential winners who entered by telephone will be contacted by telephone and are required to respond and provide email and address information within forty-eight (48) hours of contact or attempted contact, in order to claim the prize. Except where prohibited, each potential Monthly Grand Prize winner (parent/legal guardian if a winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, ("Declaration"), which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. The potential First Prize winners will be required to provide a valid physical address for prize fulfillment, which must be received by Sponsor within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner is a Canadian resident he/she will be required to additionally answer a time-limited skill-testing question without assistance, in order to be eligible to receive a prize. Receiving a prize is contingent upon compliance with these Official Rules. If a potential winner cannot be contacted, fails to timely respond to a telephone call seeking email and address information (if applicable), fails to sign and return the Declaration within the required time period (if applicable), fails to answer the skill-testing question correctly (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after each Monthly Entry Period winner confirmation.

6. Prizes: TWELVE (12) GRAND PRIZES (Awarded one (1) per Monthly Entry Period): A \$1,500 Pier 1 Gift Card. Approximate Retail Value ("ARV"): \$1,500 USD.

THREE HUNDRED (300) FIRST PRIZES (Awarded twenty-five (25) per Monthly Entry Period): A \$500 Pier 1 Gift Card. ARV: \$500 USD.

For All Prizes: Terms and conditions of the gift card apply. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Prizes may not be (i) used to purchase gift cards, (ii) used as an adjustment to previous purchases, or (iii) used as payment on or credit to a Pier 1 Imports preferred credit card account. Gift Cards will not be replaced if lost or stolen. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the applicable Monthly Entry Period. Limit: One (1) prize per person. Total ARV for all prizes: \$168,000 USD.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, ForeSee Results, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state or province for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, 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 Sweepstakes, as determined by Sponsor in its sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes 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.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes 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 Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, 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 Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan, U.S.A. without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

For Residents of Quebec Only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy (<http://www.pier1.com/SideMenu/CustomRelations/PrivacyPolicy/tabid/111/Default.aspx>) and to Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>).

13. Winner List: For a winner list, visit bit.ly/1Ilap8e. The winner list will be posted after winner confirmation is complete.

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Pier 1 imports® Customer Experience Survey Sweepstakes
Abbreviated Rules

US Abbreviated Rules:

ABBREVIATED RULES for Print (to be included on the receipt)

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA 18 YEARS AND OLDER. VOID AND WHERE PROHIBITED. Sweepstakes ends 4/30/16. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit www.pier1.com/feedback. Sponsor: Pier 1 Services Company, 100 Pier 1 Place, Fort Worth, TX, 76102.

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) and Canada 18 years and older. Ends 4/30/16. To play and for Official Rules, including odds, and prize descriptions visit www.pier1.com/feedback. Void where prohibited.

Canadian Abbreviated Rules:

ABBREVIATED RULES for Print (to be included on the receipt)

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA 18 YEARS AND OLDER. VOID AND WHERE PROHIBITED. Sweepstakes ends 4/30/16. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit www.pier1.ca/feedback (if an English-speaking resident of Canada), or www.pier1.ca/sondage (if a resident of Quebec). If winner is a Canadian resident, mathematical skill-testing question must be correctly answered to win. 12 of Grand Prizes and 300 First Prizes (approximate retail values from \$500 to \$1,500) available to be won. Sponsor: Pier 1 Services Company, 100 Pier 1 Place, Fort Worth, TX, 76102.

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) and Canada 18 years and older. Ends 4/30/16. To play and for Official Rules, including odds, and prize descriptions visit www.pier1.ca/feedback (if an English-speaking resident of Canada), or www.pier1.ca/sondage (if a resident of Quebec). Void where prohibited. If Canadian resident, mathematical skill-testing question must be correctly answered to win. 12 Grand Prizes and 300 First Prizes (approximate retail values from \$500 to \$1,500) available to be won.