

Pier 1 Imports is pleased to announce the opening of its newest store in Mt. Juliet.

The new store is located at 600 S. Mt. Juliet Rd., Ste. 104 at Pavilion at Providence West. The total retail square footage of the store is approximately 7,778 square feet. The store officially opened Monday, Oct. 14.

“We are pleased to bring this new Pier 1 Imports to Mt. Juliet and hope that our new location will inspire customers to discover the eclectic and fun merchandise that is unique to Pier 1 Imports,” said Alex W. Smith, President and Chief Executive Officer of Pier 1 Imports. “Pier 1 Imports offers merchandise that fits all decorating styles, as well as a broad array of affordable holiday décor, furniture and gifts, and we look forward to sharing our unique shopping experience with the residents of Mt. Juliet and the surrounding area,” Smith said.

This is the 19th Pier 1 Imports location in Tennessee, and it will feature the new store concept. On average, the store will employ approximately 12-15 associates throughout the year. Associate hours fluctuate based on the needs of the business and the season. As the holiday hiring season progresses, the store expects to hire additional temporary associates to support the business and unique customer experience during the busy holiday season.

New Store Concept

Pier 1 Imports was pleased to announce the unveiling of its new store concept in fall 2011. The new store design is a natural evolution of the Pier 1 Imports experience that utilizes a new interior finish-out, including natural-colored floor tiles, rustic ceiling elements, enhanced store lighting and lit shelving units lining the walls, all of which help customers visualize the end-use of the products within their own home. The new look is complemented by the use of “open stock” merchandising, designed to enhance the shopping environment by giving customers the opportunity to see, feel and interact with the product. The exterior design features bamboo window awnings and a signature bamboo door with rustic metal door handles that will mark the entrance to Pier 1 Imports’ unique shopping experience. The features of the new store will allow

easier navigation all while maintaining the “treasure hunt” feel and continuing to make Pier 1 Imports a great place for discovery and spending time browsing.

The Community

Pier 1 Imports is dedicated to supporting the communities in which its associates live and work, as well as the international community from where it imports much of its merchandise. Since 1985, Pier 1 Imports has contributed more than \$52 million to philanthropic organizations through international, national and local efforts including UNICEF (the United Nations Children’s Fund) and the United Way.

About Pier 1 Imports

Pier 1 Imports, Inc. is the original global importer of imported decorative home furnishings and gifts.

Information about the Company is available on www.pier1.com.