

CHARMING SHOPPES INC
Form DEFA14A
May 06, 2011

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

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

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

CHARMING SHOPPES, 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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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 transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of 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 transaction:

(5) Total fee paid:

.. Fee paid previously with preliminary materials.

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Questions & Answers

Why am I receiving this Notice of Internet Availability?

What is the easiest way to vote my shares?

Why did I receive this Notice of Internet Availability (Notice) and not the printed proxy materials?

In 2007, the SEC adopted new Notice and Access Rules. Companies are now permitted to send the enclosed **Notice** instead of a full printed set of proxy materials. The **Notice** gives you instructions on how to view our proxy materials and vote online or how to receive a full set of printed materials by mail.

There are several advantages to sending a **Notice** instead of a full set of materials:

Increases shareholder value and lowers printing and mailing costs.

Reduces environmental impact saves trees and reduces fossil fuel consumption.

Allows faster notification of how to access materials in an easily searchable format.

How do I view the proxy materials online?

Go to www.ProxyVote.com and follow the instructions to view the materials. It is necessary to provide the information printed in the box marked by the arrow g located on the **Notice**.

What if I still prefer to receive a paper or e-mail copy of the proxy materials?

You can easily request a paper or e-mail copy at no cost. You will need the information on the **Notice** that is printed in the box on the notice marked by the arrow g and select from one of the three options below:

By **INTERNET** at www.ProxyVote.com;

By **TELEPHONE**, toll-free at 800-579-1639; or

By sending an **E-MAIL** to sendmaterial@proxymaterial.com; simply enter the information in the box from the **Notice** in the subject line. No other information is necessary.

Can I request to receive my materials by paper or e-mail rather than receive a Notice in the future?

You may request to receive proxy materials for all future meetings either by e-mail or in paper form by mail. To request future e-mail or paper copies, dial 800-579-1639 and follow the instructions, or go to www.ProxyVote.com or www.investordelivery.com and follow the electronic delivery enrollment instructions.

How can I vote my shares?

You may vote your shares via the **INTERNET** at www.ProxyVote.com.

It is necessary to provide the information printed in the box marked by the arrow g located on the **Notice**. You are encouraged to read all of the proxy materials before voting your shares as they contain important information necessary to make an informed voting decision.

You may vote your shares **BY MAIL** by requesting a paper copy of the proxy materials which includes a proxy card or voting instruction form.

You may vote your shares **BY PHONE** by requesting a paper copy of the proxy materials or by viewing the proxy materials at www.ProxyVote.com at which time a toll-free number will be provided. You will need a touch tone telephone to vote by phone.

You may also vote your shares **IN PERSON** at the meeting. Please refer to the proxy statement for specific instructions. **You MAY NOT use your Notice to vote your shares, it is NOT a form for voting.** If you send the **Notice** back your vote will not count.

For more information please visit,

www.sec.gov/spotlight/proxymatters/e-proxy.shtml

