

FLAKS RICHARD  
Form 4  
May 28, 2009

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL  
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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
FLAKS RICHARD

2. Issuer Name and Ticker or Trading Symbol  
CHILDRENS PLACE RETAIL STORES INC [PLCE]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
SVP, Planning, Allocation & IT

C/O THE CHILDREN'S PLACE  
RETAIL STORES, 915 SECAUCUS  
ROAD

05/26/2009

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

SECAUCUS, NJ 07094

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, par value \$0.10 per share	05/26/2009		S		200 <sup>(1)</sup>	D	\$ 35.83
					13,987 <sup>(2)</sup>	D	
Common Stock, par value \$0.10 per share	05/26/2009		S		400 <sup>(1)</sup>	D	\$ 35.84
					13,587 <sup>(2)</sup>	D	
Common Stock, par	05/26/2009		S		400 <sup>(1)</sup>	D	\$ 35.85
					13,187 <sup>(2)</sup>	D	

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value \$0.10 per share							
Common Stock, par value \$0.10 per share	05/26/2009	S	100 <u>(1)</u>	D	\$ 35.86	13,087 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	400 <u>(1)</u>	D	\$ 35.91	12,687 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	400 <u>(1)</u>	D	\$ 35.92	12,287 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	300 <u>(1)</u>	D	\$ 36.06	11,987 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	300 <u>(1)</u>	D	\$ 36.07	11,687 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	100 <u>(1)</u>	D	\$ 36.08	11,587 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	200 <u>(1)</u>	D	\$ 36.1	11,387 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	200 <u>(1)</u>	D	\$ 36.12	11,187 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	200 <u>(1)</u>	D	\$ 36.13	10,987 <u>(2)</u>	D
Common Stock, par value \$0.10 per share	05/26/2009	S	100 <u>(1)</u>	D	\$ 36.15	10,887 <u>(2)</u>	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of  
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SEC 1474  
(9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FLAKS RICHARD C/O THE CHILDREN'S PLACE RETAIL STORES 915 SECAUCUS ROAD SECAUCUS, NJ 07094			SVP, Planning, Allocation & IT	

## Signatures

/s/ Richard Flaks 05/28/2009

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These shares of common stock, par value \$0.10 per share, of The Children's Place Retail Stores, Inc. (the "Common Stock") were sold pursuant to a previously adopted Rule 10b5-1 trading plan.
- (2) Includes 10,887 shares of Common Stock underlying deferred stock awards that have not yet vested.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.