Kice Tiffany B. Form 3

October 26, 2010									
FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION							OMB APPROVAL		
	W٤	Washington, D.C. 20549					3235-0104		
INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF						Expires:	January 31,		
-	pursuant to Section 7(a) of the Public U 30(h) of the I	Jtility Holdi	Securities E ng Company	Act of 1935		Estimated a burden hou response	irs per		
(Print or Type Responses)									
1. Name and Address of Reporti Person <u>*</u> Kice Tiffany B.	son _StatementKice Tiffany B.(Month/Day/		3. Issuer Nam CEC ENTE	e and Ticker o ERTAINME					
(Last) (First) (M	(iddle) 08/16/2010)	4. Relationship of Reporting Person(s) to Issuer			5. If Amendment, Date Original Filed(Month/Day/Year)			
4441 W. AIRPORT FREE	EWAY		(Check	all applicable)					
(Street)			(Check			ividual or Joir	•		
IRVING, TX 75062				 10% C Other (specify belo O and Treasure 	_X_F w) Persor erF	(Check Applica orm filed by On orm filed by Mo ting Person	e Reporting		
(City) (State)	(Zip)	Table I - N	Non-Derivat	ive Securiti	es Benefici	ally Owned	1		
1.Title of Security (Instr. 4)			f Securities Owned	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)				
No securities are beneficia	lly owned	0		D	Â				
Reminder: Report on a separate owned directly or indirectly.	line for each class of sec	curities benefic	ially S	EC 1473 (7-02))				
informati required	who respond to the o on contained in this to respond unless th valid OMB control n	form are not the form displ							
Table II - Deriva	tive Securities Benefici	ally Owned (e	.g., puts, calls,	warrants, opt	ions, convert	ible securities	5)		
1. Title of Derivative Security (Instr. 4)	2. Date Exercisable Expiration Date		and Amount of es Underlying	4. Conversio	5. on Ownersh		e of Indirect al Ownership		

e of Derivative Security	2. Date Exercisable and		3. Title and Amount of		4.	5.	6. Nature of Indirect
4)	Expiration Date (Month/Day/Year)		Securities Underlying Derivative Security (Instr. 4)		Conversion	Ownership	Beneficial Ownership
					or Exercise	Form of	(Instr. 5)
					Price of	Derivative	
	Data	Englanding	T. 1		Derivative	Security:	
	Date	Expiration	Titte	Amount or	Security	Direct (D)	
	Exercisable	Date		Number of		or Indirect	

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Shares

(I) (Inc

(Instr. 5)

Reporting Owners

Reporting Owner Name / Address		Relationships						
		Director 10% Owner Officer		Officer	Other			
Kice Tiffany B. 4441 W. AIRPORT FREEW IRVING, TX 75062	VAY	Â	Â	EVP, CFO and Treasurer	Â			
Signatures								
/s/ Tiffany B. 1 Kice	0/26/2	2010						
<u>**</u> Signature of Reporting Person	Date	9						

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

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.