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FLORES MA Form 4/A	ARK									
March 03, 20	006									
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 Check this box Check this box In longer Statement of Changes in Beneficial ownership of Section 16. State StateMent of Changes in Beneficial ownership of Securities E								PPROVAL 3235-0287		
							Expires: Estimated a burden hou response	irs per		
(Print or Type R	Responses)									
FLORES MARK Symbol CEC EN			r Name and Ticker or Trading NTERTAINMENT INC				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 4441 W. AII	(First) (N RPORT FREEW	Aiddle)	[CEC] 3. Date of (Month/Da 02/27/20	-	insaction			Director X Officer (giv below) Execut		6 Owner er (specify ent
			nendment, Date Original Ionth/Day/Year) /2006				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)		(Zip)	Table	I Non D	orivotivo (Soouri	tios A a	quired, Disposed o	f or Bonoficia	lly Ownod
1.Title of Security (Instr. 3)	any			3.4. SecuritiesTransactionAcquired (A) orCodeDisposed of (D)			or))	5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	-
Common				Code V	Amount	or	Price	(Instr. 3 and 4)		
Stock, Par Value \$.10	02/27/2006			А	6,046	А	\$0	6,046	D	

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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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. Transactic Code (Instr. 8)	5. orNumber of Derivati Securitic Acquire (A) or Dispose of (D) (Instr. 3, 4, and 5)	(Month/Day/Year) tive ies ed ed 3,		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. F Der Sec (Ins
				Code V	(A) (D	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option	\$ 22.6667					(2)	01/05/2008	Common Stock	56,700	
Employee Stock Option	\$ 19.9933					(3)	01/13/2010	Common Stock	150,000	
Employee Stock Option	\$ 36.66					(4)	03/04/2010	Common Stock	15,800	

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
FLORES MARK 4441 W. AIRPORT FREEWAY IRVING, TX 75062			Executive Vice President				

Signatures

**Signature of

Reporting Person

Mark A. Flores 03/03/2006

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

Date

- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Restricted stock grant pursuant to the issuer's 2004 Restricted Stock Plan. The closing price on the date of grant was \$33.29. Vesting Schedule: 25% on each of 02/27/07, 02/27/09, and 02/27/10.
- (2) Vesting Schedule: 50% after 01/05/03; 75% after 01/05/04; and 100% after 01/05/05.
- (3) Vesting Schedule: 33% after 01/13/04; 66% after 01/13/05; and 100% after 01/13/06.
- (4) Vesting Schedule: 25% after 03/04/06; 50% after 03/04/07; 75% after 03/04/08; and 100% after 03/04/09.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Reporting Owners

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