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Form 4	ice M									
January 10, 2										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							COMMISSION	OMB AF OMB Number:	PROVAL 3235-0287	
Check thi if no long	ter	box								
subject to Section 1 Form 4 o Form 5		SECUR	ITIES			NERSHIP OF e Act of 1934,	Estimated a burden hou response			
obligation may cont <i>See</i> Instru 1(b).	inue. Section 17	(a) of the		ility Hold	ling Con	npan	y Act of	1935 or Section	n	
(Print or Type F	Responses)									
Swenson Bruce M Symbol			r Name and Ticker or Trading NTERTAINMENT INC				5. Relationship of Reporting Person(s) to Issuer			
[CEC]							(Check all applicable)			
			of Earliest Transaction Day/Year) 2013				X_ Director10% Owner Officer (give titleOther (specify below)below)			
			endment, Date Original nth/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 			
IRVING, T	X 75062							Person	lore than One Re	porting
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative	Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, i any (Month/Day/Year)		n Date, if	(A)			Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			
~				Code V	Amount	or (D)	Price	(Instr. 3 and 4)		
Common Stock, Par Value \$.10	01/08/2013			А	2,956 (1)	А	\$0	7,237	D	
Common Stock, Par Value \$.10	01/09/2013			F	181	D	\$ 34.21	7,056	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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Tit Amou Under Secur (Instr	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				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			
Swenson Bruce M 4441 W. AIRPORT FREEWAY IRVING, TX 75062	Х						
Signatures							
/s/ Jay A. Young, by power of attorney		01/10/2013	3				
** Signature of Reporting Person		Date					
Explanation of Poenoneoe:							

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) Restricted stock grant pursuant to the issuer's Non-Employee Directors Restricted Stock Plan. Vesting schedule: 25% on January 8, 2014; 50% on January 8, 2015; 75% on January 8, 2016; and 100% on January 8, 2017.

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.