

CEC Entertainment

Where a Kid
Can be a Kid!

CEC FOCUS

Chuck E.
Cheese's

July 7, 2006

thought of the week...



Opportunity ~

**Don't wait for your ship to come in ~
Swim out to meet it!**

June Penz-Terc / Store #946

**Store #958 has an outstanding
employee story!!**

*Kathryn Sauers ~ an employee @ West Des Moines, competed in the first National Special Olympics held in Ames, Iowa this past week. **Kathryn received a Gold Medal in Bowling with a score of 132!***

Kathryn has been employed at the Des Moines Store for 4.5 years.

We all would just like to congratulate Kathryn on her success!

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Magical Hospitality

Magical Hospitality / Atlanta/Jonesboro #601 Southeast Region ~ Tom Mallandine's District ~ Great Leadership From GM ~ Seneca Gray

I took my kids to the Chuck E. Cheese for an afternoon of fun. I bought 110 tokens and had used only about 20 when our cup of tokens was stolen. I asked some of the employees if they had seen one or if one had been turned in and they had not. I thought that I would have to buy more tokens for the children, but instead the employees gave us free tokens to replace the ones that were taken. I had not been expecting them to be replaced but was pleasantly surprised that they would be kind enough to do so. I thanked them, but also wanted to take the time to let you know how great your staff is at this location.

*Sincerely,
Cori Davis*



Magical Hospitality / Flint, Michigan #323 Midwest Region ~ Bill Pressel's District ~ Great Leadership From GM ~ Martin Gringsby

Today 6/28/06 We took our Summer KIDS Program to the Chuck E Cheese on Miller Road in Flint, Michigan We had a total of 49 people in attendance, and I just wanted to take the time to thank all of the staff that was working. You have a wonderful group of staff members. We do a field trip a week for the 11 weeks that we are in attendance for the summer and this had to be one of the best organized trips that we have been on, and I believe it is all do to your fantastic staff. We look forward to our next visit.

Thank You!! Carla Rigsby, Summer Kids Supervisor Holly Area Schools



Complaints

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆
Week Ending June 23, 2006

Midwest Region:

2-833, 34, 793, 728, 53, 842, 323, 916
 475, 80, 360, 873, 836, 834, 872, 82

Western Region:

2~315, 200, 42, 633, 329, 358, 3-634,
 332, 2-442, 115, 414,306, 300

Southwest Region:

383, 385, 968, 652, 701, 455, 541, 380
 636, 601, 613, 616, 718, 433,
 474, 502, 72, 703, 560, 420

Northern Region:

2- 513, 2-628, 524, 523, 472, 2-650, 2-526,
 840, 504, 2-494, 553, 554, 938, 736

Southeast Region:

2- 532, 770, 2-99, 483,
 718, 62, 403, 450, 426, 722, 720



WEEK 26

Top 10 Sales Volume

LOCATION	VOLUME
1. Bell/Los Angeles	\$103,883
2. Sun Valley / LA	\$100,484
3. Bronx, New York	\$82,980
4. Brooklyn, NY	\$73,734
5. Glendale	\$73,398
6. Kendall, FL	\$72,675
7. Brandon/Tampa	\$69,232
8. Lynwood, CA	\$69,098
9. Tampa/Carrollwood	\$67,616
10. Queens, NY	\$66,454

WEEK 26

Top Ten % Increase

LOCATION	% Increase
1. Beaumont, TX	61.1%
2. Newington, NH	51.6%
3. Catonsville/Baltimore	49.6%
4. San Bernardino	49.2%
5. West Allis	45.6%
6. Milwaukee, WI	45.2%
7. Erie, PA	44.9%
8. Johnstown, PA	44.2%
9. Mentor, OH	43.0%
10. Hamburg, NY	39.6%

Merchandise Info...

New! 4000 Standard Hasbro Motorbike TV Game

Item # 54350



JULY 9, 2006 COUPON PROMOTION

All stores will be participating in an FSI coupon promotion on July 9. Coupons will expire on August 12, 2006.

Below is a detailed list of coupon offers by market.

<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens</p> <p>ONLY \$19.99 WITH COUPON</p>	<p>BUY 50 TOKENS</p> <p>GET 50 TOKENS FREE</p> <p>Get a total of 100 tokens</p> <p>Can be used with other offers</p>	<p>Buy any Large Pizza with 1 topping for only \$9.99</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens</p> <p>ONLY \$29.99 WITH COUPON</p>
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MARKETS:

- | | | | |
|------------------|------------------|------------------|----------------|
| ABILENE | COLUMBIA, MO | INDIANAPOLIS | PALM SPRINGS |
| ALBANY, GA | COLUMBIA, SC | JACKSON, TN | PHOENIX |
| ATLANTA | COLUMBUS, GA | KANSAS CITY | PITTSBURGH |
| AUGUSTA | CORPUS CHRISTI | LITTLE ROCK | PORTLAND, OR |
| AUSTIN | DALLAS/FT. WORTH | LOS ANGELES | RALEIGH/DURHAM |
| BATON ROUGE | DENVER | MEMPHIS | SAN ANTONIO |
| BILOXI/GULFPORT | DETROIT | MIAMI | SAN DIEGO |
| BIRMINGHAM | FLINT/SAGINAW | MILWAUKEE | SAVANNAH |
| BOWLING GREEN | FORT SMITH | MINNEAPOLIS | SHERMAN |
| | | | SHREVE- |
| CEDAR RAPIDS | GRAND JUNCTION | MOBILE/PENSACOLA | PORT/TEXARKANA |
| CHARLESTON, WV | GRAND RAPIDS | NASHVILLE | TAMPA/ST. PETE |
| CHICAGO | GREENVILLE, SC | NEW ORLEANS | TULSA |
| CLEVELAND | HOUSTON | OKLAHOMA CITY | TYLER/LONGVIEW |
| COLORADO SPRINGS | HUNTSVILLE | ORLANDO | WEST PALM |
| | | | WICHITA FALLS |

<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens</p> <p>ONLY \$20.99 WITH COUPON</p>	<p>BUY 50 TOKENS</p> <p>GET 50 TOKENS FREE</p> <p>Get a total of 100 tokens</p> <p>Can be used with other offers</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens</p> <p>ONLY \$23.99 WITH COUPON</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens</p> <p>ONLY \$29.99 WITH COUPON</p>
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MARKETS:

- | | | | |
|---------------|---------------|---------------------|---------------------------|
| ALEXANDRIA | GREEN BAY | MACON | SALISBURY, MD |
| AMARILLO | HATTISBURG | MCALLEN/BROWNSVILLE | SAN FRANCISCO |
| | | | SANTA BARBARA/SANTA MARIA |
| ANCHORAGE | LA CROSSE | MONTGOMERY | SEATTLE |
| BAKERSFIELD | LAFAYETTE | NEW YORK | SPRINGFIELD, IL |
| BALTIMORE | LAKE CHARLES | NORFOLK/VA BEACH | TOLEDO |
| CINCY | LANSING | OLYMPIA | VICTORIA |
| DAVENPORT, IA | LEXINGTON, KY | OMAHA | WASHINGTON DC |
| DOTHAN | LINCOLN | ROCKFORD, IL | WACO |
| EL PASO | LUBBOCK | SALINAS/MONTEREY | |

<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY \$21.99 WITH COUPON</p>	<p>BUY 50 TOKENS GET 50 TOKENS FREE Get a total of 100 tokens Can be used with other offers</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY \$24.99 WITH COUPON</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY \$30.99 WITH COUPON</p>
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MARKETS:

ALBANY, NY	FRESNO/VISALIA GREENVILLE/NC	LOUISVILLE	SACRAMENTO
ALBUQUERQUE	(JACKSONVILLE)	PHILADELPHIA	SPRINGFIELD, MA
BINGHAMPTON	HARRISBURG, PA	PORTLAND, ME	ST. LOUIS
BOSTON	HARTFORD	PROVIDENCE	SYRACUSE, NY
CHARLOTTE, NC	JACKSONVILLE, FL	RICHMOND	TOPEKA, KS
COLUMBUS, OH	JOHNSTOWN/ALTOONA	ROCHESTER	

<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY \$19.99 WITH COUPON</p>	<p>BUY 50 TOKENS GET 50 TOKENS FREE w/ any food purchase Get a total of 100 tokens Can be used with other offers</p>	<p>Buy any Large Pizza with 1 topping for only \$9.99</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY \$29.99 WITH COUPON</p>
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*****PLEASE NOTE THAT THIS "BUY 50 GET 50" COUPON MUST BE USED WITH A FOOD PURCHASE*****

MARKETS:

BEAUMONT	DAYTON/SPRINGFIELD	KNOXVILLE	SOUTH BEND
BOISE, ID	DES MOINES, IA	PEORIA	SPRINGFIELD, MO
BUFFALO	EVANSVILLE	RAPID CITY	TRI-CITIES/JOHNSON CITY
CHARLESTON, SC	FT. WAYNE	SIoux CITY	WICHITA, KS
CHATTANOOGA, TN	JOPLIN	SIoux FALLS	

<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY \$19.99 WITH COUPON</p>	<p>BUY 50 TOKENS GET 50 TOKENS FREE w/ any food purchase Get a total of 100 tokens Can be used with other offers</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY \$23.99 WITH COUPON</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY \$29.99 WITH COUPON</p>
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*****PLEASE NOTE THAT THIS "BUY 50 GET 50" COUPON MUST BE USED WITH A FOOD PURCHASE*****

MARKETS:

ERIE	RENO	WILKES BARRE/SCRANTON
GREENSBORO/WINSTON SALEM	ROANOKE, VA	YOUNGSTOWN
MADISON	VEGAS	

SUPER BUFFET SAVER

Get 5 free tokens
with each
buffet purchase

MARKETS:

MIDLAND, TX

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any

questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.



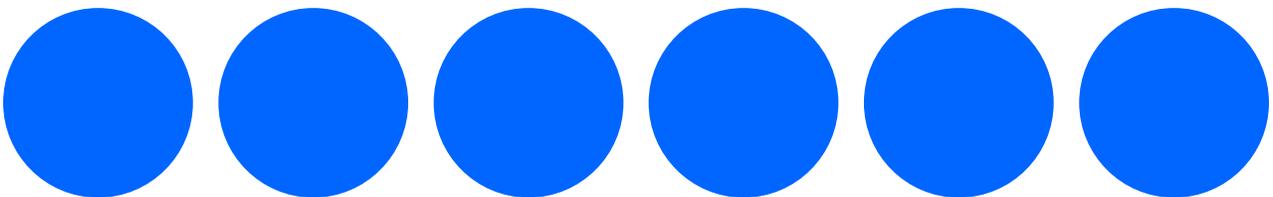


GREAT JOB!!

Our win rate for unemployment claims **EXCEEDS** the industry average. We have recently reviewed our claims activity for 1st quarter. The industry average for claims won is 84%. CEC had 273 unemployment claims filed and our win average is 90%. **WOW!**

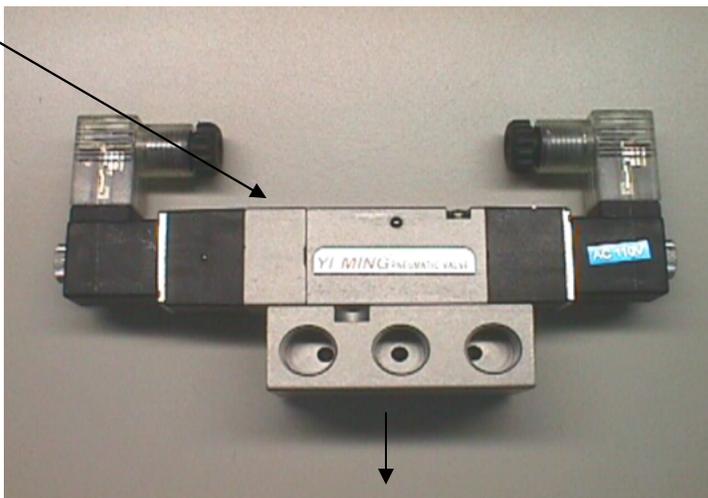
CEC is required to pay the state a quarterly fee based on unemployment claims filed and lost. The money paid to the claimant comes from us. Because we have been able to provide the necessary documentation for each termination we are well above other concepts in the restaurant industry and we are paying less money.

KEEP UP THE GOOD WORK!



New items available from the SPT Parts Department !

Sega Wave Runner 4 way Air Valve
Part # GWR-0003 (Sega part # 601-8849)
Cost Only \$32.20



Sega Wave Runner 2 way Valve
Part # GWR-0004 (Sega part # 601-8848)
Cost Only \$28.75



New items available from the SPT Parts Department !

**Bob's Space Racers Water Game
Water Game Filter Part # GWG-0002
Cost Only \$1.55 (model # CFS110-PK)**

**Can also be used in the ICE Machines as
Pre Filters. These filters provide the fol-
lowing features.**

- consistent particle removal efficiencies throughout the filter's life,
- increased surface area for extended filter life, and
- low initial pressure drop for enhanced flow



**Coastal Amusements Penalty
Shoot Out Doughnuts
Part # GPS-0002
Cost Only \$1.07**



**ICE Machine 20" Filter Car-
tridge**

**Part # RIC-0001 (Model #
05CB20-S)**

Cost Only \$ 23.85

Ice Machine Pre Filter

**Part # GWG-0002 cost only
\$1.55**

Cartridge Replacement 5 Micron Carbon/Poly W/Scale Inhibitor

Chlorine Taste/Odor Cartridge Built-In Scale Inhibitor Microns 5 Filter Material Car-
bon/Polyphosphate Max Water Temp 100 F Outside Dia 2 1/2 In Height 20 In For Use With 4NY76
Ice and Coffee Machine Scale Inhibition Cartridge for Competitor 20 Inch Systems Protects Com-
mercial Ice Machines and Coffee Brewers from Harmful Effects of Dirt/Rust Chlorine Taste and
Odor

CEC

entertainment

TO: Participants of The CEC Entertainment 401 (k) Retirement Savings Plan
FROM: Susie Close DATE: July 7, 2006

SUBJECT: CEC Entertainment 401(k) Retirement Savings Plan
Guaranteed Income Fund effective yield



Effective July 1, 2006, the interest rate for the Guaranteed Income Fund (GIF) will be 3.10%.

This rate will remain in effect from July 1, 2006 through December 31st 2006, and is guaranteed not to change during that time.

For your convenience, this information is also available by calling Prudential ' s Answer line at 1-877-778-2100 or on the internet at <http://www.prudential.com/online/retirement>

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CEC FOCUS

Chuck E.
Cheese's

July 14, 2006

thought of the week...



" I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel "

Angelon

Magical Hospitality / Hagerstown, MD #772 Southeast Region ~ Jerry Lutskus' District ~ Great Leadership From GM ~ Fred Streich

I wanted to let you know that we received wonderful service from Garland Whaley at the Hagerstown Chuck E. Cheese's. My son had his 6th birthday party there and everything went so well. I was very impressed with the food but more impressed with the service. The party just kept moving like a well oiled machine and everything was neat and clean. Garland served us pizza and cake and cleaned up anything that was left around. My son had the best birthday party and it was largely due to the way the party was handled. He also kept us informed of what we were to do next and I appreciated that very much. Again, Garland Whaley was a wonderful host and I am so happy that we had him for our party. If there is any reward for outstanding service, Garland deserves it. We will definitely have parties for our other children at Chuck E. Cheese's!

Thank you so much, Jennifer Chandler

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Magical Hospitality / San Antonio, TX #593 Southwest Region ~ Mike Steven's District ~ Great Leadership From GM ~ Jimmy Dougherty

Hello, my name is Patricia Martinez. I booked a party about 2 weeks before my daughter's birthday party and spoke to a young lady whom I made reservations with and she was very nice. Then the day approached for my daughter's special day, and I was kind of worried if the set up was going to be alright. When I got to the Chuck E. Cheese Restaurant on 11735 Bandera Rd. & 1604 in San Antonio, Texas, I was so delighted how everyone was so polite and fun in person. I met with the host Tanya Spencer who was very nice and so respectful. She told me that she would take care of everything. I was so thrilled to know that I didn't have to worry about anything. As the guests came in, Tanya made sure that all the guests were happy. I want to also mention that 2 kids came late and Tanya was kind enough to get us another pizza and drinks and took care of tokens for them. It was just awesome how well things were going! She helped us with the cake serving as well as the presents, While my daughter opened her gifts, Tanya took care of putting the gifts and cards in a plastic bag and folded all the tissue paper and even had my pizza in a to go box. When I mentioned that I didn't get to finish my salad, she got me a salad to go. It is people like Tanya that makes me want to take my family back to Chuck E. Cheese's again. I would not have it any other way. I will be having my 7 year old

Magical Hospitality / Novi, MI #331 Midwest Region ~ Bill Pressel's District ~ Great Leadership From GM ~ Chad Estrada

This location must be doing something right! I was just there last Sunday and I had to return yesterday to play the new games when they were not busy!!! Those new games were cool and fun! I had a great time. Chad, your hospitality was wonderful. Your store sure is looking good. Keep up the good work! Oh yeah ~ Kevin sorry I missed you. I forgot you are off on Wednesday's. Well, all in all I had a great time everything is in tip top shape. Keep up the good work!!!

*Sincerely,
Jason Sczynski*





Complaints

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆
Week Ending July 6, 2006

Midwest Region:

331, 359, 833, 665

Western Region:

444, 428, 339, 393, 620

Southwest Region:

31, 454, 593, 583, 564, 970,
 733, 572, 582, 309

Northern Region:

489, 485, 524, 478, 651, 498,
 518, 481, 513, 496, 547, 736

Southeast Region:

772, 605, 99, 55. 682, 403, 430

WEEK 27

Top 10 Sales Volume

LOCATION	VOLUME
1. Bell/Los Angeles #446	\$76,749
2. Kendall, FL #438	\$76,668
3. Sun Valley, LA #418	\$73,495
4. Bronx, NY #523	\$72,923
5. Brandon/Tamps # 420	\$68,140
6. Tampa/Carroll wood #430	\$67,220
7. Brooklyn, NY #430	\$66,730
8. Boca Raton #682	\$66,243
9. Houston/Webster #592	\$64,133
10. Pembroke Pines, #433	\$63,936

WEEK 27

Top Ten % Increase

LOCATION	% Increase
1. Mobile, AL #560	150.8%
2. Pensacola, FL #065	85.9%
3. /Gulfport, MS #562	84.0%
4. Slidell, LA #693	50.7%
5. Houston/Webster #592	48.6%
6. Beaumont, TX #930	48.3%
7. Baton Rouge, LA #609	45.0%
8. Amarillo, TX #937	42.3%
9. Hattiesburg, MS #566	38.2%
10. Superior, CO #711	36.0%



Merchandise Tips

175 Ticket Level Standards

Play Doh is now moving to the 175 Surprise

The following are the current categories for the 175 ticket level:

175 Candy Prize

175 Flying Prize

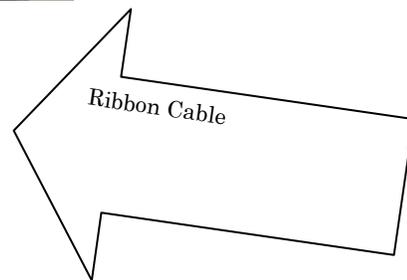
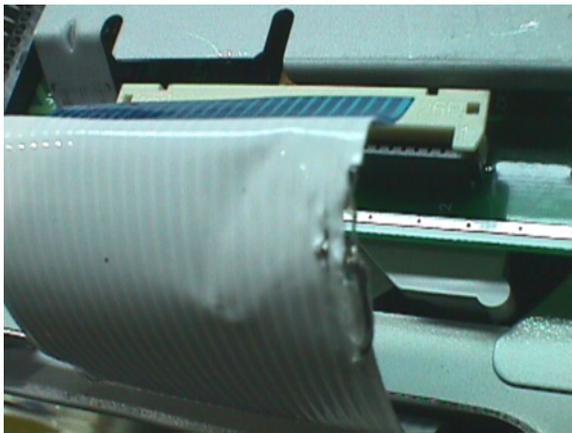
175 Spring Prize



New items available from the SPT Parts Department !

The Technical Support Department now carries the following hard drives for the Coloring Book game made by Coastal Amusements R06, R09, R11. Please call 785 862 6002 should you need a replacement.

As we are doing repairs to the Sketch Book Printers we are finding that the left side of the printer is getting damaged. We believe it is from sliding the printer in and out of the game cabinet when paper is added to the printer. If the left side cover of the printer is left off there is a ribbon cable that is exposed and can be damaged as shown in the Figure #1. This cable is soldered directly to the Electronic Control Board at the bottom of the printer. If it becomes damaged and shorts it can cause the board to fail which many times can not be repaired. The cost of the board is \$145.00. It's very important that the printer is not operated with the covers off.



When you place an order for an advance replacement printer please check to see which model of printer you have, either a 1200 or 1300 printer. It is also very important to properly package the printer when you are sending it back to us for repair. Wrapping the printer in a bag to keep packing material from getting inside the printer and having at least 4 inches of crush room around the printer when it is in the box, will help keep the repair cost as low as possible. Please call the Technical Support Department at 785 862 6002, should you have any questions.



TJ Hartford's recently hosted its 4th annual charity golf tournament, benefiting Chuck E. Cares, at Castle Hills Golf Club in Carrollton, Texas. This year's turnout was tremendous, and the amount donated was over three times any other year!

All of us here at Hartford's want to thank the tireless efforts of our volunteers, as well as, the generosity of our many sponsors.

Both myself and Director of Operations, Todd Horchner, cannot wait until next year, as we look forward to sponsoring an even more successful event. We will see you next year!

*Bobby Marek
General Manager
TJ Hartford's*

Marketing Info ~

We are participating in the following cross promotion beginning August 1, 2006 and will not be available in Canada:

Carl Buddig Original Products

Product will be on retail shelves 8/1/06 – 10/31/06

Carl Buddig FSI – drops 8/20/06

Buy 30 Tokens / Get 30 Tokens - #334

\$19.99 Super Family Fun - #195

Downloadable coupons on Buddig.com – burst on package

Buy 50 Tokens/Get 50 Tokens - #335

\$18.99 Super Family Fun - 196

Coupons expire 11/4/06

Table Tent Inserts

Please update these materials upon receipt. The Buddig insert will replace Kraft. Canadian locations – your table tents will not change at this time.

Tray Liners

As support for our upcoming cross promotion with Carl Buddig lunch meats all U.S. locations will be receiving several cases of tray liners.

Upon receipt, place one tray liner on each tray and continue to use until your inventory is depleted. There will be no re-orders on this item.

These materials are being provided to your location at no charge.



A WORD FROM THE WORKERS' COMPENSATION DEPARTMENT
FOR ALL STORES EXCEPT OHIO, WEST VIRGINIA, WASHINGTON STATE AND CANADA

Managers!

Please remember that when an employee is injured at work and requests a visit to a medical provider, you can authorize the INITIAL medical treatment if the medical provider calls the store and asks for such.

Send the employee to a medical provider from the panel list posted on your bulletin board

Provide the employee with the small Yellow Insurance Card, so the employee can take the Card to the medical facility

PROVIDE THIS INSURANCE INFORMATION TO YOUR TREATING PHYSICIAN FOR WORK RELATED INJURY

NAME: _____

CLAIM NUMBER: _____

BILLING ADDRESS:
CRAWFORD & COMPANY
200 Glenridge Point Pkwy
Ste 400
Atlanta, GA 30342

- * Follow your physician's treatment plan
- * Don't miss scheduled appointments
- * Inform your supervisor of any work restrictions

If you need a panel list or a new batch of Yellow Cards, contact 972-257-3062



Human Resources Tips

Legal Documents

If you or one your managers are served or sign for legal documents, you should immediately notify the corporate office.

These documents include:

Lawsuits
Subpoenas
Wage Garnishments
Notice of a Hearing i.e. Unemployment Hearing
Requests for Information and/ or Documentation
Notice of an Audit / Inspection
Verification of Employment
Any Correspondence from a Governmental Agency



These documents are the **property of CEC** whether they pertain to you personally or one of your staff members. **In most instances there are deadlines requiring a response in a timely manner.** All members of your management team should be informed on the proper handling of any legal or governmental documents.

Remember it is your responsibility to immediately forward the documentation to corporate. Failure to do so may cause penalties or interest being assessed against CEC, and therefore, resulting in possible disciplinary action.

Please contact your Human Resources Manager or ext. 5433, if you have any questions.

The badge of intellect is a question mark. [Arnold H. Glasow](#)

FROM THE TRAINING DEPARTMENT

MANAGER LOG BOOK

Please note that there was a misprint in the 3rd quarter Manager Log Book on shelf life. Please follow all **standards** on the SMTS cards and in the cast training manuals.

You can access the bbs website for the "Grading the Guest Experience" and the old Opening/Shift Change Checklist (training... management).

UPDATED JOB AIDS

All job aids have been updated. You can access all cast manuals, test booklets and MIT tests on the bbs website.

The updated SMTS cards and TEAM2 Script cards will be dropped shipped to all locations.

CAST MEMBER OF THE MONTH PINS

All stores should have received Cast Member of the Month pins for 3rd and 4th quarters.



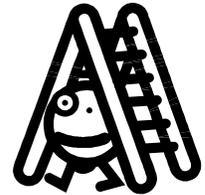
5 STEPS TOWARDS LADDER SAFETY

Whether you are changing a light bulb, cleaning the Sky Tubes, or simply reaching the top shelf in the Merch closet – SAFETY is always a priority. This is especially true when using a ladder. With every Chuck E. Cheese's location having multiple ladders, many Cast Members & Managers take its use for granted. In fact, cast members and managers are injured every year, where a ladder is involved & is being used incorrectly.

1. Check Out Your Ladder

- a. Make sure the ladder you are using is the right one for the job. It should be of sufficient height and should fit properly in the space you are working in.
- b. The ladder you are using should not be broken or bent in any way.
- c. Make sure each rung is sturdy and dry.
- d. Some ladders have weight limits, make sure the ladder you are using can support you.

While some ladders can be extremely heavy duty, no ladder lasts forever, so be sure to check your ladder regularly (purchase ANSI standard replacement ladders at your local Home Depot or Lowes)



2. Clear the Area

- a. Stand the ladder on level ground (do not place the ladder on top of a booth, a table, or a counter).
 - b. Look above you prior to climbing.
 - c. If you are setting up the ladder near a doorway, make sure the door is locked.
- If you are setting up the ladder in a “high-traffic” area, make sure to alert those around you.

3. Setting up Your Ladder

- a. Make sure that your ladder is fully extended and locked into place.
- b. Always face the ladder in the direction that you will be facing. You do not want to twist your body to reach the area you need.
- c. Be sure to wear proper shoes with clean, non-slip soles.

Make sure that the distance from the base of the ladder to the wall is no more than $\frac{1}{4}$ the height of the ladder.

4. Carrying Items

- a. Remember, you want to have as little as possible in your hands at all times.
- b. Have an assistant help to hand you heavy items, instead of carrying them as you climb.

Ensure that your body has at least three points of contact with the ladder when climbing up or down.



5. Standing & Climbing

- a. If you can't reach – don't try. Overreaching can lead to accidents and injuries.

CEC
Entertainment
Where a Kid
Can be a Kid!

CEC FOCUS

Chuck E. Cheese's

July
21, 2006

thought of the week...



Success without honor is an unseasoned dish; it will satisfy your hunger, but it won't taste good.

Joe Paterno

Magical Hospitality / Albuquerque/Cottonwood #339 Western Region ~ Louis Deignan's District Great Leadership from GM Josh Payne

I would like to give my greatest appreciation to the staff at Chuck E Cheese's in Albuquerque New Mexico. I live in California but I was visiting family for the summer and for my granddaughter birthday. My daughter lives in Albuquerque and for my granddaughters birthday we decided to celebrate at the Chuck E. Cheese on Coors and Ellison. We tried to reserve a party the day of but when we called they notified us that we had to book 24 hours in advance but we could still go I and have a "walk-in party." We were greatly satisfied with the service and performance they did. My granddaughter is handicapped and most places we go we don't get good service for this, but not at Chuck E. Cheese. There was a young man who went above and beyond his duties for us. As I observed he had two reserved birthday parties, and still catered to our big family's birthday party. Considering that we were just a walk-in birthday it really amazed me how helpful and generous he was. He helped us with whatever we need and treated my granddaughter wonderfully. I talked with the manager by the name of Riley to compliment this young gentlemen. She was extremely helpful and courtesies. I asked her what his name was and if I was able to tip him. She said it was up to me to tip him and thanked me. I talked to this man, Dominic, and thanked him for everything. I offered him money but he simply said that he was just doing his job and couldn't take it. I was very pleased with my whole visit at Chuck E. Cheese. When I am visiting Albuquerque New Mexico again I already plan on visiting this location because of the wonderful service. Thank you very much!

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Magical Hospitality / Deptford, NJ #481 Northern Region ~ Mike Heuston's District ~ Great Leadership From GM ~ Anthony Revello

I went to Chuck E. Cheese's in Deptford on the fourth of July. It was pretty empty and there was this one young handsome boy running around doing everything it seemed. He stamped our hands when we came in with a warm and friendly smile and told us to have a magical day while in the store. Then he went back and took our order with nice and efficient friendliness. About ten minutes later he brought our food to our table and introduced himself as Brandon and he asked if we needed anything else. He later revisited our table and asked how the wonderful food was, and then I asked him if he made it and he said yes. I was amazed at how talented this boy really is. He later then fixed a problem with one of games that we had a problem with and gave us 2 tokens when we only lost one. And to top it all off when my son and I went to go redeem some prizes he mentioned to us that we could pay for prizes so that my son would not be left with a cheap toy that will probably break within a week, and we could use tickets towards the prize. I was so happy to see the smile on my sons face when I bought him a ball that he could enjoy. I was expecting bad service that day since it was a holiday, believing that Chuck E. Cheese doesn't have the best service, and the workers probably did not want to be there, but he proved me wrong. Brandon made our visit feel so special that day, and in my eyes is an extremely valuable employee.

*Sincerely,
Robert Wangford*

Magical Hospitality / Brandon, FL #420 Southeast Region ~ Hamid Javidan's District ~ Great Leadership From GM ~ Vince Miranda

Recently, my wife & I spent the better part of two days at Chuck E. Cheese's in Brandon with our grandchildren. The courtesy extended to us by Daniel and the staff was much appreciated and your friendly manner was echoed throughout the store. Our grandson's really enjoyed their special days! Certainly your positions require amazing energy and patience. I was most impressed. We left the store feeling we had made new friends. I hope we meet again.

In friendship,

Ron Kevern
Scottsdale, AZ



Merchandise Info ~

\$3.99 Superman Balls

Did you sell out of all your Superman Balls??
Call for a reorder @ Merch Dept 972-257-3069.



3000 Standard R/C Car

The 3000 R/C Car has a new item number, 54221.
Make sure you import and link this item so you will be able to order it
on your next DFI order.



New CEC Merchandise

\$19.99 CEC 30" Super Ball

To start you off:

6 ea of the Super Ball will be added to your next DFI order, item #54830

Where to Display:

Display the Super Ball inside the box on the lowest, right side shelf in the center of the wall.

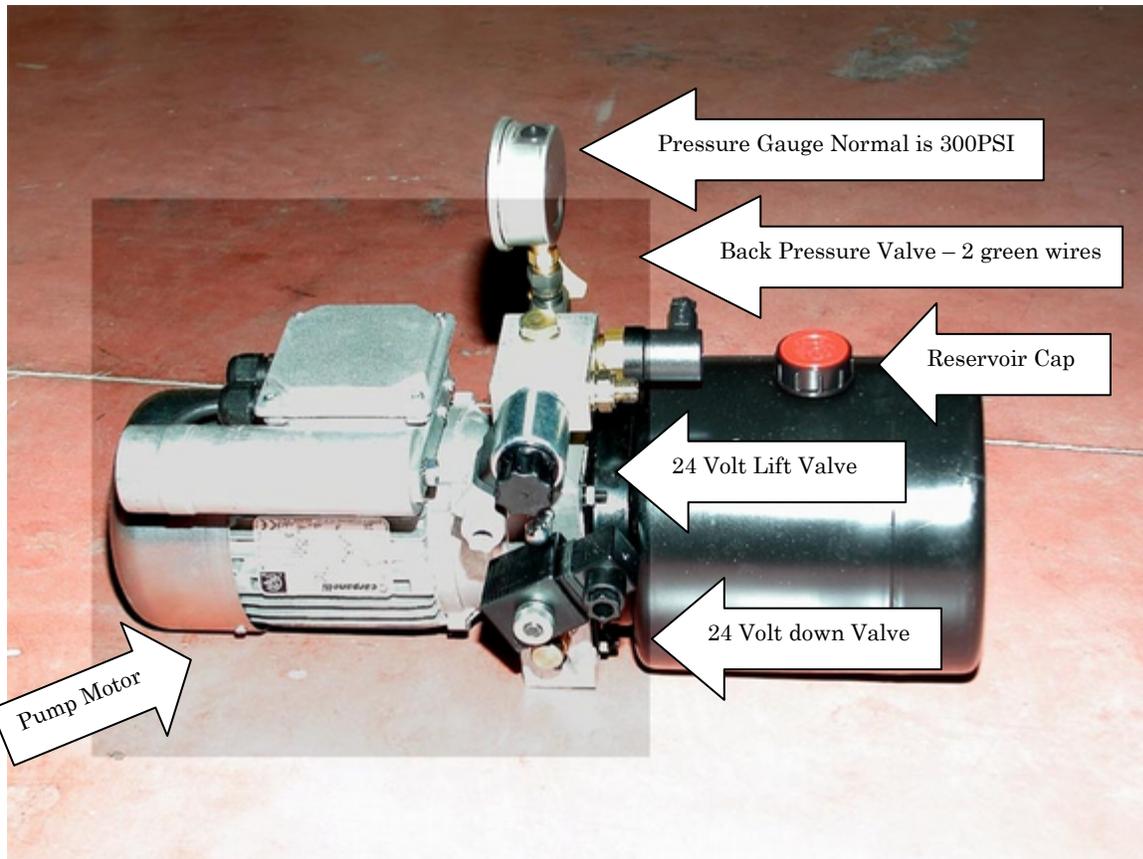


Helpful Hints:

To help sell the ball, blow one up and have your cashiers play with it. Once the children see how HUGE it is they will want one! Every Super Ball comes with its own air pump for the guest to blow it up at home. If you do blow one up in the store, do not over inflate. The largest the ball should be is 8-9lbs of pressure which is approximately 22 inches in diameter.



Information from the SPT Parts Department!



Pump motor runs only after the ride is coined up.

After coin up and the pump motor is on, 10 to 15 seconds into the ride the main CPU sends 24 volts to the lift valve. Fluid passes from the pump (larger hose) to the lift cylinder. After the ride has reached or activates the upper limit switch (located on the lower base passenger's side) the 24 volt dc lift valve then shuts off and 24 volts dc is sent to the down valve and the ride begins to go down. There is a flow control at the Lift cylinder to adjust how fast the ride goes down only not up. Once the lower limit switch (located on the lower base passenger's side) is actuated the 24 volts dc is released from the down valve. Transmission fluid only travels between the pump reservoir and the lift cylinder through the large hose only. The smaller hose is used only to capture the fluid to pass by the internal seals inside the cylinder and returns them to the reservoir tank.

When the large black floor mats are stepped on the 24 volts dc to both the up and the down valves are released causing the ride to stop going up or down.

AUGUST 13, 2006 COUPON PROMOTION

All stores will be participating in an FSI coupon promotion on August 13. Coupons will expire on October 7, 2006.

Below is a detailed list of coupon offers by market.

<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY \$19.99 WITH COUPON</p>	<p>BUY 40 TOKENS GET 40 TOKENS FREE</p> <p>Get a total of 80 tokens</p> <p>Can be used with other offers</p>	<p>Buy any Large Pizza with 1 topping for only \$9.99</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY \$29.99 WITH COUPON</p>
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ABILENE	DETROIT	LAS VEGAS	ROANOKE
ALBANY, GA	DOTHAN	LEXINGTON, KY	ROCKFORD
ALEXANDRIA	EL PASO	LINCOLN	SAN DIEGO
AMARILLO	ERIE	LITTLE ROCK, AR	SHERMAN
ATLANTA	EVANSVILLE	LOS ANGELES	SIOUX CITY
AUSTIN	FT. SMITH/FAYETT	LUBBOCK	SIOUX FALLS
BATON ROUGE	FT. WAYNE	MACON	SOUTH BEND
BEAUMONT	GRAND JUNCTION	MADISON	SPRINGFIELD, IL
BIRMINGHAM	GRAND RAPIDS	MCALLEN-BROWNSVILLE	SPRINGFIELD, MO
BOISE	GREENBAY	MIAMI	TAMPA/ST. PETE
	GREENSBORO-WINSTON SALEM	MINNEAPOLIS	TOLEDO
BUFFALO	GREENVILLE, SC	MONTGOMERY	TOPEKA
CHARLESTON, SC	HATTISBURG, MS	NEW ORLEANS	TRI-CITIES/JOHNSON CITY
CHARLESTON, WV	HOUSTON	OMAHA	VICTORIA
CHATTANOOGA, TN	HUNTSVILLE	ORLANDO	WACO
CHICAGO	INDIANAPOLIS	PALM SPRINGS	WEST PALM
COLORADO SPRINGS	JOHNSTOWN/ALTOONA	PEORIA	WICHITA FALLS
COLUMBIA, MO	JOPLIN, MO	PHOENIX	WICHITA, KS
COLUMBUS, GA	KNOXVILLE	PITTSBURGH	WILKES/BARRE-SCRANTON
DALLAS/FT. WORTH	LACROSSE	PORTLAND, OR	YOUNGSTOWN
DAVENPORT	LAFAYETTE	RALEIGH/DURHAM	YUMA/EL CENTRO
DAYTON/SPR.	LAKE CHARLES	RAPID CITY, IA	
DENVER	LANSING	RENO	
DES MOINES			

<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY \$20.99 WITH COUPON</p>	<p>BUY 50 TOKENS GET 50 TOKENS FREE</p> <p>Get a total of 100 tokens</p> <p>Can be used with other offers</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY \$23.99 WITH COUPON</p>	<p>- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY \$29.99 WITH COUPON</p>
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MARKETS:

ANCHORAGE	CINCY	SALINAS/MONTEREY	SANTA BARBARA -SANTA MARIA
BAKERSFIELD	NEW YORK	SALISBURY, MD	SEATTLE
BALTIMORE	NORFOLK/VA BEACH	SAN FRANCISCO	WASHINGTON DC

- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY \$21.99 WITH COUPON	<p align="center">BUY 50 TOKENS GET 50 TOKENS FREE</p> Get a total of 100 tokens Can be used with other offers	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY \$24.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY \$30.99 WITH COUPON
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ALBANY, NY	FRESNO/VISALIA	PHILADELPHIA	SPRINGFIELD, MA
ALBUQUERQUE	GREENVILLE, NC	PORTLAND, ME	ST. LOUIS
BINGHAMPTON	(JACKSONVILLE)	PROVIDENCE	SYRACUSE, NY
BOSTON	HARRISBURG, PA	RICHMOND	
CHARLOTTE, NC	HARTFORD	ROCHESTER	
COLUMBUS, OH	JACKSONVILLE	SACRAMENTO	
	LOUISVILLE		

*****NOTE THAT THE \$16.99 COUPON IS A NEW COUPON OFFER*****

- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY \$19.99 WITH COUPON	<p align="center">BUY 40 TOKENS GET 40 TOKENS FREE</p> Get a total of 80 tokens Can be used with other offers	- 1 large one topping pizza - 2 regular size soft drinks - 20 tokens ONLY \$16.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY \$29.99 WITH COUPON
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MARKETS:

AUGUSTA	COLUMBIA, SC	MEMPHIS	SAN ANTONIO
BILOXI-GULFPORT	CORPUS CHRISTI	MILWAUKEE	SAVANNAH
BOWLING GREEN	FLINT/SAGINAW	MOBILE/PENSACOLA	SHREVEPORT
CEDAR RAPIDS	JACKSON, TN	NASHVILLE	TULSA
CLEVELAND	KANSAS CITY	OKLAHOMA CITY	TYLER/LONGVIEW

SUPER BUFFET SAVER
 Get 5 free tokens
 with each
 buffet purchase

MARKETS:

MIDLAND, TX

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.

Marketing Info...

An incorrect code was printed on the coupons included with the Boley Play Food Buckets that are available in many retail stores.

The correct code is #193. If you receive any of these coupons please input #193 into the register instead of #162 that is printed on the coupon.

If you have any questions please contact Brenda Holloway @ 972/258-4222.



Human Resources Tips

A Message from Human Resources:

Unfortunately, we live in an era where it has become more and more important for us to ensure the safety of our Guests and our Employees from offenders of all types. After the Company made the decision to implement Background Checks on all employees 18 years of age and older, the results show how imperative this process has become. Because of this additional safety measure, we have been able to prevent many applicants with criminal backgrounds from working in our locations. Please remember the importance of checking all eligible employees prior to employment



CEC
Entertainment
Where a Kid
Can be a Kid!

CEC FOCUS

Chuck E. Cheese's

July
31, 2006

thought of the week...



"We don't serve thousands of guests each month... we serve our guests one at a time"

Denis Richardson

Magical Hospitality / Superior, Colorado #711 Western Region ~ Russ Stutzman's District Great Leadership from GM Tonya Hutchison

I just wanted to take the time to thank you for such great service. We took our son to Chuck E Cheese to celebrate his birthday. It wasn't a party ~ that is just where he picked out to go. When we got to the restaurant at the door we said we were there to celebrate his birthday. They gave him a balloon and a crown and 4 tokens to mark the amount of years old. Then they also told us that he could get an ice cream sandwich when he was ready for one. There were several birthday parties today we got to dance with Chuck E. and they handed the kids that were having a birthday tickets. This made my little guy's day.....Just when I thought the day couldn't be more complete. We went to the counter to get our ice cream sandwich that they said we could have and the manager was working the counter. He asked my son funny questions and asked him if he did his jumping jacks today...my son said no so he did some really quick...the manager said his ice cream sandwich would be delivered to the table and much to our surprise Chuck E. brought the ice-cream to the table and sang happy birthday and also took some pictures with my son.. For this I thank you. We had a great time and I look forward to my next visit to your restaurant.

We have never had service this great at a Chuck E. Cheese's ~ Thanks again!!!

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Magical Hospitality / Mississauga, Ontario #844 Midwest Region ~ Sam Cantinella's District ~ Great Leadership From GM ~ Justin Wilson

*On Monday July 3rd, we had the greatest experience at Chuck E Cheese with my three Grandsons all under the age of four and family. We were so impressed with the food, activities, service and the child safety system in place that we just had to send off this big **THANK YOU**. But most importantly, we not only saw how clean the Chuck E Cheese Restaurant was, we actually could smell the cleanliness, now **this** is the place we want to eat and tell our friends about.*

A huge applause goes out to the most personable, and productive entertaining manager, Angela. She certainly made our visit a memorable one, and the distance to patronize Dixie Rd. Chuck E Cheese was well worth the travel. Looking forward to our next visit for great entertainment.

The Habel Family



Magical Hospitality / Deptford, NJ #481 Northern Region ~ Mike Heuston's District ~ Great Leadership From GM ~ Anthony Revello

I was recently at the Deptford Chuck E Cheese a few days ago and I could not help but recognize one little young lady doing such a fine job. She is a cashier and her name is Brittany. My son and I walked up to the cash register to find ourselves stuck in a rather long line. She's was going back and forth between the ticket counter and the cash register. I noticed how pleasant she was and had a smile on her face the entire time despite the aggravated customers who were waiting impatiently in line. She was almost like super woman! It was our turn and she apologized for our wait. I ordered a hot dog, fries, and a small pizza. She kindly informed me that the hot dog came with fries already and she informed me of a packaged deal with tokens and drinks. She was so respectful and kind even to an angry woman who rudely interrupted my order because her token got jammed in a machine. She even took time out to talk to my son because she noticed he had a birthday crown on and she gave him 5 tokens. I thought that it was so special and genuine for her to take time out on a busy day just to make my son feel special. She truly made our visit enjoyable and I even went up to her manager and told her what a fine job Brittany had done. My only disappointment was that I could not tell her general manager and district manager what a great job she had done because they were in a meeting! Thank you Brittany for making magic truly come alive at chuck e cheese, I will surely be back soon !



Complaints

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆
Week Ending July 23, 2006

Midwest Region:

59,687, 319, 1, 826, 359, 345,
 36,844, 835, 2-77

Western Region:

2-414, 329, 355, 462, 440, 375, 447,
 353, 419, 413, 711, 717, 45, 620

Southwest Region:

2-596, 31, 599, 304, 942, 563
 962, 733, 32, 933

Northern Region:

2-517, 2-489, 524, 755, 488, 472, 479,
 755, 625, 464, 467, 519, 481, 516, 494,
 556, 745, 555, 737, 555

Southeast Region:

2-117, 2-438, 2-658, 87, 365
 452, 533, 636, 434, 682, 433,



WEEK 29

Top 10 Sales Volume

LOCATION	VOLUME
1. Bell/Los Angeles #446	\$88,318
2. Sun Valley/Los Ang.#418	\$83,990
3. Brooklyn, NY #522	\$82,573
4. Kendall, FL	\$76,918
5. Ventura, Los Angeles #453	\$73,794
6. Brandon / Tampa #420	\$73,364
7. Bronx, New York	\$72,690
8. Glendale, CA #634	\$72,586
9. Tampa/ Carrollwood #430	\$72,462
10. Sterling, VA #654	\$71,654

WEEK 29

Top Ten % Increase

LOCATION	% Increase
1. Newington, Boston #471	73.1%
2. Wilkes-Barre, PA #533	63.0%
3. Orange/Hartford #468	60.3%
4. West Orlando #719	55.9%
5. Worcester / Boston #459	51.9%
6. Doyleston, PA #762	43.7%
7. Commack, NY #504	42.3%
8. Brick, NJ #500	42.1%
9. Tulsa/Crossing Oaks #891	41.4%
10. Patchogue, NY #496	38.9%

Merchandise Info ~

Prize Category Change



****The 30 TIX Things That Spin Prize is changing to the 30 TIX "Ring" Prize.**

You will see this change on your DFI order sheet**



Information from the SPT Technical Support Department !

Coastal Amusements Loose Change

The following IC locations will help you resolve and troubleshoot the following issues. All IC's are located on the ultra 3 boards.

1. "Not taking coins" controlled by (U24) 74LS244, connector J6 Pin 5.
 2. "Tickets" paying to many tickets or not reading ticket notch (U24) 74LS244. Ticket Motor controlled by (U47) 75451 (NTE 75451B)
 3. "Large Display not working" If Plasma display is not working check for 12 volts to plasma display, also check J-4 pin 3 (gray/white wire) for continuity. May need to raise power supply to +5.4 volts DC.
 4. "Switch not working" (Roll, collect, coin input, reset, attendant pay and coin error) controlled by U24 and the IC is a 74LS244. Goes to connector J6.
 5. "Lamps not working" (Roll, Replay and Lockouts) connects at J-18, location U52 and the IC is a ULN2803.
 6. "Solenoids not Working" the original Loose Change game was manufactured with two. Some locations may have only one. There should be one relay for each solenoid. They connect at J-15 Pin3 and 4. The relays are controlled by U-46 and the IC is a 75452 (NTE 75452B). Connector J4 controls the switches on the ramp for the solenoids. Position U22 is a 74LS244 and controls. The most common problem is that the balls get stuck in the metal bracket of the ramp. It is also very important to use the correct ball rubber ball from Coastal. Never use a racket ball or any other replacement.
- "Meters not working" the meters go to connector J-18 and are controlled by IC U-52 and U-51. U-52 is a ULN2803 and U51 is a 74HCT259.

Please call Coastal Amusements at 732 905 6662 should you have any further technical questions regarding your Loose Change game. Or you can visit Coastal Amusements web site at www.coastalamusements.com our password is CEC51.



Human Resources Tips

July 2006

To report any incidents of harassment or discrimination call the toll free number.

Any employee can report an incident of harassment or discrimination by contacting Human Resources at, 1-800-224-8257, a toll-free number. If there is no answer, please leave a message indicating the nature of the complaint, your phone number with area code and your call be returned promptly. All complaints will be treated in a confidential manner to the extent possible and permitted by law. Upon receipt of a complaint or in circumstances where CEC becomes aware of alleged offending conduct, an investigation will be made promptly. If the investigation leads to a determination that the individual engaged in conduct in violation of CEC's policy, corrective action will be taken immediately, including the possible termination of the appropriate party.

Human Resources Dept.

Be Prepared for Disasters

Know your emergency evacuation plan and the location of all exits and fire extinguishers.

Familiarícese con el plan de evacuación de emergencia y sepa la ubicación de los extintores de incendio y como usarlos.

FIRE

Este Preparado Para el Mal Tiempo

EARTHQUAKE

Calmly direct Guests and Cast Members to the exits.
Mantenga la calma y dirija a los clientes y empleados hacia las salidas.

EXIT



Know how to contact emergency services.
Sepa como contactar a los servicios de emergencia.



CHUCKE CHEESE'S

CHUCK E. FOCUS - JULY 2006 ISSUES

(FOUR ISSUES - 7/7/06, 7/14/06, 7/21/06, 7/31/06)

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Submission by Steve

Version 1.0

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