

# CEC entertainment

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September 18, 2007

Honorable Edward J. Markey  
7<sup>th</sup> District, Massachusetts  
2108 Rayburn House Office Bldg.  
Washington, DC 20515-2107

Dear Representative Markey:

We applaud your efforts to fight the obesity epidemic among America's children. We share your concern with the potential impact on this generation's health.

Chuck E. Cheese's is a somewhat unique brand in that it combines a family meal occasion with active family entertainment. Consistent with our overall positioning for a quality experience for the entire family, we have made several menu changes over the past several years to offer more healthy choices for both our adults and child patrons. Due to the family nature of our business, a great majority of our meals consist of shared pizza and salad. Unlike McDonalds and Burger King, we do not offer kid's meals on our menu. The kid's portion size is largely determined by the parent.

The Chuck E. Cheese's experience encourages active children's play and we believe that our present kids advertising does not promote the over consumption of non-nutritious food. However, in the spirit of cooperation with your efforts, we would agree that in our future television advertising that we would limit any food product visual appearances to under 10% of total air time. We would not promote food in any audio portion of the commercial. We would also agree to messages promoting physical activity and healthy socialization and play.

Beyond these television related commitments, and recognizing the need to work together to fight childhood obesity, we would further agree to limit and restrict Chuck E. Cheese's food marketing to kids. Specifically, we would agree to the CBBB initiative to:

- Limit products shown in interactive games to healthy dietary choices, or incorporate healthy lifestyle messages in the games.

- Not advertise food or beverage products in elementary schools.
- Not engage in product placement of food and beverage products in external editorial and entertainment content.
- Reduce the use of third-party licensed characters in advertising that does not meet the initiative's product or messaging criteria.

Again, we applaud your efforts to fight childhood obesity and we at Chuck E. Cheese's are glad to play what we believe is a meaningful part in this industry wide initiative.

Sincerely,



Richard M. Frank  
Chairman  
Chief Executive Officer  
CEC Entertainment, Inc.

RMF/dlr