Six Flags Names Famous Famiglia Official In-park Pizza Partner

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ALLIANCE TO INCLUDE MULTI-PLATFORM MARKETING PROGRAM

GRAND PRAIRIE, Texas, March 2, 2011 /PRNewswire via COMTEX/ --

Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, today announced an exclusive three-year partnership naming New York-based pizza chain, Famous Famiglia, "The Official Pizza of Six Flags." The multi-faceted deal will span all of Six Flags' US-based theme parks, encompassing over 45 food locations and a strong in-park marketing platform slated to begin March 2011. Famous Famiglia is the leader in venue and stadium fresh-serve pizzerias with over 130 locations worldwide.

To launch the new offering, Six Flags has created a unique marketing program promoting Famous Famiglia through a variety of in-park Six Flags Media Networks channels including commercials on Six Flags Television and use of the parks' digital out-of-home assets. In addition, select parks will introduce a number of co-branded events including Famous Famiglia dough tossing and pizza eating contests. As part of Six Flags' new online retail promotion, guests will be able to pre-order Famous Famiglia meals prior to visiting the parks.

"We are continually evolving our partnerships to provide our guests with the highest quality of brands while using our innovative in-park media networks to support our partners' marketing objectives," said David McKillips, senior vice president of corporate alliances for Six Flags.

"We are very excited about the introduction of the Famous Famiglia brand into the Six Flags markets," said Paul Kolaj, company co-founder, President & CEO of Famous Famiglia. "Six Flags is a globally recognized and respected leader in the regional theme park industry, and we are honored to have been selected as their pizza partner."

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with 19 parks across the United States, Mexico and Canada.

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About Six Flags Media Networks

Six Flags Media Networks provides the advertising community with comprehensive, multi-platform media opportunities via its media touch points that go far and beyond that of traditional advertising. For its local, regional and national advertising partners it offers: Six Flags Television Network, Six Flags Radio, Six Flags Print, Six Flags Outdoor, Six Flags Outdoor Spectacular, Six Flags Attraction Integration, Six Flags Experiential Marketing and Six Flags Online. Six Flags Television Network is part of Six Flags Media Networks' recently-launched digital out-of-home offering that combines a collection of digital assets to deliver nearly 100 million annual impressions, or approximately 20 million per month during peak operating season.

About Famous Famiglia

Famous Famiglia is a successful pizza company which was founded in 1986 in New York City. Today, the company operates in a variety of venues including airports, motorways, universities, shopping centers, casinos, military bases, theatres, theme parks, and streetscape locations across urban markets. The company has operations is the U.S., as well as Mexico and China.

Famous Famiglia is "The Official Pizza of The New York Yankees" and "The Official Pizza of Madison Square Garden".

Further, two New York City Famous Famiglia locations were used in filming the premiere episode of the upcoming Celebrity Apprentice show to air on March 6th on NBC.

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