Six Flags Entertainment Announces Nielsen Measurement for its In-Park Digital Network; Wins DOOH Award for Best Branding Campaign

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Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, announced today an agreement for the measurement of Six Flags Television and In-Park Digital Networks as part of The Nielsen Company's OnLocation Measurement Service.

A proven leader in digital out-of-home (DOOH) media, Six Flags Media Networks features: comprehensive sight, sound and motion television in ride lines, retail spaces and common areas throughout Six Flags parks; Digital Menu Boards with video and audio in high-traffic restaurant locations and large-screen Digital Billboards in the main midway and entrance areas. Beginning this summer, Nielsen will provide monthly audience reporting for the network, and include Six Flags Media Networks in its quarterly Fourth Screen Report.

Six Flags has attracted a broad array of advertisers to its in-park television network, airing commercials from Coca-Cola, MARS Chocolate, Wrigley, Sony Pictures, Kraft Foods, Nintendo, VH1 and MTV, among others. Nielsen currently provides standardized audience data for clients and agencies to evaluate the growing number of place-based video networks, like Six Flags Media Networks, and also compares these metrics to traditional television.

"As advertising spending continues to shift to digital out-of-home media, and with more marketers evaluating this medium as part of their overall communication plan, agencies and clients are demanding greater accountability with regard to metrics and reporting," said Adam Oliveri, Vice President, Corporate Alliances at Six Flags. "Working with Nielsen validates our commitment to providing our partners with the data they need to effectively evaluate and implement Six Flags Media Networks into their plans."

"I commend Six Flags' decision to join the list of place-based video networks that have made an investment in measurement," said Paul Lindstrom, Senior Vice President, Nielsen OnLocation. "Supplying advertisers and agencies with trusted information is essential to make DOOH an increasing share of their media mix."

Six Flags was recently recognized at the annual DOOH Forum & Awards. The ''VH1 Do Something! Awards'' campaign by Six Flags was named the top winner in the ''Best Branding Campaign'' category at the 2011 DOOH Awards reception on April 14, 2011 in New York, NY. Taking place during the New York Screens Week, the annual DOOH Forum & Awards honors the best digital out-of-home campaigns, innovation and technology in a diverse range of categories. The campaign featured custom creative on all of Six Flags digital networks and a successful text-to-vote for VH1's annual Do Something Awards campaign.

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 introduced Six Flags Television Network in April 2010 to provide advertisers with integrated marketing programs incorporating all digital assets and increased opportunities and new platforms to reach a captive and engaged audience of 24 million-plus guests who visit its 19 parks. The company's collective digital assets will deliver nearly 100 million annual impressions, with approximately 20 million per month during the peak summer season—making it a leader in the digital-out-of-home advertising and entertainment space.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with 2010 revenue of nearly $1.0 billion and 19 parks across the United States, Mexico and Canada. Six Flags Over Texas, the company's flagship location, is celebrating its 50th anniversary season in 2011.

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