Six Flags Earns a Spot on 2011 InformationWeek 500 List of Top Technology Innovators Across America

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Six Flags Entertainment Corporation (NYSE:SIX), the world's largest regional theme park company, today announced that it was included in this year's InformationWeek 500, an annual listing of the nation's most innovative users of business technology. This marks the first time the theme park operator has been recognized in the field of information technology. The 2011 list was revealed last night at a gala awards ceremony at the InformationWeek 500 Conference.

"We are honored to be recognized as a top innovator," said Michael S. Israel, senior vice president and chief information officer of Six Flags Entertainment Corporation. "Our entire information services team has worked relentlessly over the last several years to improve our infrastructure while redefining best practices in IS Management."

As part of the company's SharePoint 2010 Intranet rollout, the Six Flags information services team initiated development of a company-wide Business Intelligence (BI) platform, creating the capability for self-service insight into every major data set the organization captured-from marketing to finance, attendance and point-of-sale data. This allows rich contextual data visualization into the data warehouse and enables employees to perform predictive analysis. Further, by integrating business intelligence with social media elements, Six Flags launched an enterprise content and document management intranet specifically designed to utilize both on-premise and cloud-based technologies.

InformationWeek identifies and honors the nation's most innovative users of information technology with its annual 500 listing and also tracks the technology, strategies, investments and administrative practices of America's best-known companies. The InformationWeek 500 rankings are unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying the biggest IT spenders.

Additional details on the InformationWeek 500 can be found online at www.informationweek.com/iw500/.

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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