Thrills Rise for SEGA at Six Flags' Fright Fest

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Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and SEGA® of America, Inc. introduced a program to promote three video game titles at Six Flags Fright Fest, which is presented by SNICKERS®.

SEGA will be promoting their newest game titles, Sonic Generations ™, Rise of Nightmares™, and The House of the Dead: OVERKILL™ - Extended Cut, at Six Flags theme parks across the country through the end of October. The multi-faceted promotion includes hands-on SEGA Game Zones at participating parks and marketing across Six Flags Digital Networks, including Six Flags TV, Digital Menu Boards, and Jumbotron networks.

Sonic Generations, rated E for "Everyone" will be featured throughout the parks during the day. Both Rise of Nightmares and The House of the Dead, rated M for "Mature" audiences, will be highlighted during the Fright Fest night-time events that feature bone-chilling walk-through attractions, eerie shows and teeth-chattering thrill rides geared toward older audiences.

As a part of the partnership, Six Flags will launch the "Rise of Nightmares Six Flags Fright Fest Sweepstakes" that allows guests a chance to win a VIP package valid for the 2012 season as well as a Rise of Nightmares game and custom Xbox 360® video game entertainment system from Microsoft with Kinect™. The sweepstakes will be promoted via the Six Flags Media Networks, at sixflags.com, and through local in-market radio stations.

"Six Flags and SEGA® games are both synonymous with adrenaline-pumping thrills and excitement," said Marcella Churchill, Director of Marketing at SEGA of America. "Sonic the Hedgehog has entertained the masses for over 20 years with its fast-speed fun while The House of the Dead and Rise of Nightmares are bringing over-the-top horror to the mature living rooms. We could not think of a better partnership to express these qualities."

"This partnership is a true testament to our ability to tailor programming suitable for a specific demographic," said David McKillips, Senior Vice President Corporate Alliances & Partnership Marketing. "Sonic Generations is the perfect fit for our family-themed daytime entertainment just as Rise of Nightmares and The House of the Dead, both M-rated, will only be enjoyed by our more mature audiences at Fright Fest night events."

Six Flags is open for Fright Fest weekends in October. For more information, visit frightfest.sixflags.com.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with approximately $1.0 billion in revenue and 19 parks across the United States, Mexico and Canada. For more than 50 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions including up-close animal encounters, Fright Fest and Holiday in the Park.

About SEGA® of America, Inc.

SEGA® of America, Inc. is the American Publishing arm of Tokyo, Japan-based SEGA® Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA's global website site is located at www.sega.com/us.

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