Six Flags and Discovery Education Promote Literacy Among K-6 Students with 'Read to Succeed' Program

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Registration Now Open for 2012 Program

GRAND PRAIRIE, Texas, Nov. 9, 2011 /PRNewswire via COMTEX/ --

Six Flags Entertainment Corporation (NYSE: SIX) and Discovery Education announced today that Read to Succeed, an online-based educational program designed to inspire K-6 students to engage in recreational reading, will continue to award complimentary tickets to students across the country. *Read to Succeed* is an extension of both companies' commitment to supporting academic achievement and improving literacy across the U.S. Students who complete six hours of non-school-related reading, such as picture books, newspapers, comic books, novels and nonfiction materials, are eligible to earn a free admission ticket to a participating Six Flags theme park. Teachers with 10 or more students who participate in and complete the program are also eligible to earn a free ticket. *Read to Succeed* registration is now open for all schools across the country online at http://discoveryeducation.com/readtosucceed.

The *Read to Succeed* website equips teachers and parents with the tools they need to instill students with a passion for reading. The site is full of classroom and at-home resources provided by Discovery Education, which focuses on extending that passion beyond the classroom. Suggested reading lists combined with puzzles, lesson plans and multimedia resources help increase student engagement as the books' themes and concepts spring to life. At home, parents can extend learning with activities that incorporate and build upon classroom reading themes.

"For more than 20 years, Six Flags has partnered with teachers and parents to administer the Read to Succeed program," said Brett Petit, senior vice president, marketing. "We are proud to reward participants with a day of fun at our parks while encouraging a love for reading."

To help teachers better understand the new features and updates to the *Read to Succeed* program, including how to register and submit student reading hours, a free archived webinar is available online at http://readtosucceed.discoveryeducation.com/program-resources.cfm.

"Discovery Education values the importance of providing students with the resources and support they need to develop a life-long passion for reading," said Mary Rollins, Discovery Education vice president of educational partnerships. "Our partnership with Six Flags on this program promotes the development of that passion in a unique and exciting way."

For more information or to register for the *Read to Succeed* program, visit http://discoveryeducation.com/readtosucceed.

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 Discovery Education

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.com.

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