Six Flags and accesso Extend Long-term Partnership

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accesso to Continue Providing Six Flags Online Ticketing and ecommerce Through 2017

GRAND PRAIRIE, Texas, Jan. 10, 2012 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and accesso, a leading provider of commerce solutions, announced the signing of a new six-year agreement to continue leveraging accesso's ticketing and ecommerce solutions for Six Flags' 19 parks across the United States, Mexico and Canada.

Six Flags will use accesso's latest innovation in eCommerce, accesso SHOPLAND 4.0, which seamlessly incorporates a wide range of features including product up-selling and cross-selling, as well as support for a variety of unique promotional concepts.

"Our online revenue has increased significantly since we began using accesso's ecommerce solutions in 2006, said Michael Israel, senior vice president and CIO of Six Flags. "accesso's expertise in handling our high volume of ticketing along with their relentless focus on service, security and reliability is exactly what Six Flags expects for this important aspect of our business."

"The extension of our relationship speaks to our quality track record of delivering on Six Flags' dynamic business needs over the past five seasons," said Steve Brown, accesso CEO. "We look forward to continuing to provide our best-in-class ecommerce experience for Six Flags' guests through our innovative, revenue-focused approach to online sales."

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. For more information visit sixflags.com.

About accesso

accesso delivers powerful fully hosted ticketing and commerce solutions that help customers increase sales without adding expensive infrastructure costs. accesso's onsite, online and on-the-go ticketing solutions support top attractions across North America from theme parks and water parks to zoos, concerts and sporting events. accesso's solutions are fully hosted and supported 24/7 to ensure continual focus on the user experience and sales results.

accesso's proprietary solutions are noted for streamlined, easy-to-use designs with seamlessly integrated revenue driving features. All accesso solutions are continually updated to provide speed to market for enhancements and to stay current with the latest advances in technology. accesso's maintains Level 1 PCI Data Security Standard certification, the highest rank available from major credit card providers. For more information visit accesso.com.

SOURCE Six Flags Entertainment Corporation

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