Lowe's Named Official Home Improvement Retailer of Six Flags and Presenting Sponsor of Opening Weekend

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GRAND PRAIRIE, Texas, March 1, 2012 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE:SIX) today announced a new marketing relationship with Lowe's, the world's second largest home improvement retailer, to be the Official Home Improvement Retailer and presenting sponsor of Opening Weekend at participating Six Flags parks across the nation.

As the official opening weekend sponsor, Lowe's will be integrated into Six Flags' marketing efforts on both the national and local levels this spring. Additional support will include social media outreach, radio promotions, and in-park giveaways.

"Our strategic alliance with Lowe's is perfect as we prepare our parks for opening weekend events," said David McKillips, senior vice president of corporate alliances at Six Flags. "We look forward to providing new, exciting benefits to our mutual customer base."

"Six Flags has a national presence and its locations align well with several of Lowe's top markets," said David Geren, Lowe's vice president of marketing. "Sponsoring their grand opening weekends presents a great opportunity for Lowe's to engage with key consumers in these areas at an important time of year."

The season-long relationship will include brand messaging across the Six Flags Media Networks with out-of-home signage, digital advertising and Lowe's branded content on sixflags.com.

2012 Opening Weekends for Participating Parks:

Six Flags Over Texas and Six Flags Fiesta Texas – March 3 and 4

Six Flags Over Georgia and Six Flags Discovery Kingdom – March 17 and 18

Six Flags Magic Mountain – March 24 and 25

Six Flags America – March 31 and April 1

Six Flags Great Adventure – April 5 through 8

Six Flags St. Louis – April 6 through 8

Six Flags New England – April 14 and 15

Six Flags Great America – May 5 and 6

The Great Escape – May 19 and 20

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with $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 Lowe's

With fiscal year 2011 sales of $50.2 billion, Lowe's Companies, Inc. is a FORTUNE® 50 company that serves approximately 15 million customers a week at more than 1,745 home improvement stores in the United States, Canada and Mexico. Founded in 1946 and based in Mooresville, N.C., Lowe's is the second-largest home improvement retailer in the world. For more information, visit Lowes.com.

SOURCE Six Flags Entertainment Corporation

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