Thrills and Chills

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Six Flags Parks Introduce Slurpee® Drinks Availability Just in Time for Spring Break

GRAND PRAIRIE, Texas, March 14, 2012 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the global leader in regional theme parks, today announced a new partnership with 7-Eleven, Inc., the largest chain in convenience retailing, for its Slurpee® drink to be the Official Frozen Carbonated Beverage of Six Flags.

Slurpee fans can now enjoy their favorite frozen beverage at all 11 Six Flags U.S. theme parks, marking the first time in history the beverage has been widely distributed outside 7-Eleven retail stores. To celebrate, 7-Eleven and Six Flags will offer guests exclusive ride-time events at 7:11 p.m. during special nights at the parks, giveaways, games and other activities. In addition, an exclusive, refillable Slurpee souvenir cup will be available for purchase at all participating Six Flags parks starting Memorial Day weekend. Beginning June 1, guests may bring their 32-oz. Slurpee Six Flags Souvenir cup to a local 7-Eleven to refill their drink for only 99 cents.

In June, participating 7-Eleven stores will kick off the Twister Cup Sweepstakes and award one grand prize winner a trip to Six Flags Great America, which includes the ultimate "twisting" experience on X-Flight—the ground-breaking new wing coaster opening this spring. 7-Eleven and Six Flags fans can enter the sweepstakes by registering for Slurpee Nation Rewards at www.slurpee.com and redeeming the sweepstakes entry in the rewards catalog.

"Six Flags is an ideal destination for family and friends to join together and have fun, so we are thrilled to partner with 7-Eleven and provide our customers with a Slurpee drink to make their trip even more enjoyable," said Jeff Portugal, vice president of corporate alliances and partnership marketing at Six Flags. "Slurpee drinks will fit seamlessly into our beautiful theme park environment."

"Enjoying Slurpee drinks while spending a day at Six Flags in the spring or summer is a real treat for families, kids and teens," said Laura Gordon, 7-Eleven vice president of brand innovation." At some park locations where 7-Eleven may not have stores nearby and Slurpee drinks aren't available, the opportunity to enjoy the frozen beverage at Six Flags may be a new treat. Bottom-line, Six Flags and Slurpee beverages are all about having fun, so it's an ideal fit to make Slurpee drinks even more convenient for our customers where they play."

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 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates franchises or licenses more than 9,100 7-Eleven® stores in North America. Globally, 7-Eleven has approximately 45,600 stores in 16 countries. During 2010, 7-Eleven stores worldwide generated total sales close to $63 billion. 7-Eleven has been honored by a number of companies and organizations recently. Accolades include: #2 on Forbes magazine's 2011 list of Top Franchises for the Money; #4 spot on Entrepreneur magazine's Franchise 500 list for 2009, #3 in Forbes magazine's Top 20 Franchises to Start, and

#2 in Franchise Times Top 200 Franchise Companies. Hispanic Magazine named 7-Eleven in its Hispanic Corporate Top 100 Companies that provide the most opportunities to Hispanics. 7-Eleven received the 2010 Retailer of the Year honor from PL Buyer because of the company's private-label brand initiative. 7-Eleven is franchising its stores in the U.S. and expanding through organic growth, acquisitions and its Business Conversion Program. Find out more online at www.7-Eleven.com.

SOURCE Six Flags Entertainment Corporation

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