Clearasil® Signs on as Official Title Sponsor of Six Flags 2012 Summer Concert Series

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GRAND PRAIRIE, Texas, April 17, 2012 /PRNewswire via COMTEX/ --Six Flags Entertainment Corporation (NYSE:SIX) today announced a new partnership agreement with Clearasil®, a leading brand of skin care products, to be the title sponsor of this summer's concert series held at participating Six Flags parks across the nation.

Kicking off in May, the Clearasil Summer Concert Series will host approximately 25 to 30 shows encompassing a diverse mix of talent including Cobra Starship, Gavin DeGraw and Colbie Caillat as well as top and emerging recording artists in the genres of Pop, Rock, R&B, Country, and Christian.

"With its consistent position among teens, Clearasil is a great brand to partner with on our summer concert series," said David McKillips, senior vice president of corporate alliances. "We look forward to using our effective in-park media and experiential marketing benefits to complement Clearasil's goals this summer."

As title sponsor of the concert series, Clearasil brand messaging and communications will be featured in park media and promotions touting the concert series, as well as throughout Six Flags Media Networks, including commercials on Six Flags TV, out-of-home signage and experiential sampling in parks. Additionally, Six Flags and Clearasil will partner for a national sweepstakes -- a consumer engagement initiative hosted on the Clearasil Facebook page (facebook.com/clearasilUS) in which one lucky winner will win a VIP fly-away grand prize to a Clearasil Summer Concert at the Six Flags park of their choice. Support for the sweepstakes will include social media, online advertising, in-park promotion and retail support.

The participating Six Flags parks include Six Flags America in Bowie, MD; Six Flags Fiesta Texas in San Antonio, TX; Six Flags Great Adventure in Jackson, NJ; Six Flags New England in Agawam, MA; Six Flags Over Georgia in Austell, GA; Six Flags St. Louis in St. Louis, MO; Six Flags Great America in Gurnee, IL; and Six Flags Over Texas in Arlington, TX. Visit sixflags.com for this summer's lineup and concert dates.

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 Clearasil®
Clearasil® is a leading brand of young skin care products that range from acne/blemish prevention, to skin care maintenance and spot treatment. Clearasil® is renowned for its highly effective range of acne treatment creams, facial washes and cleansing pads, giving consumers the confidence of visibly clearer skin. Clearasil® products may be purchased at any major drugstore and mass merchandiser nationwide.

About Reckitt Benckiser
Reckitt Benckiser (RB) is a world leader in household, health and personal care. It is an FTSE top 25 company, and since 2000, net revenues have doubled and the market cap has quadrupled. Today, it is globally ranked

first or second in the majority of its fast-growing categories, driven by an exceptional rate of innovation--typically about 35 percent of net revenue comes from innovations launched in the prior three years. It has a strong portfolio led by 19 global power brands, which account for 70 percent of net revenue: Airwick, Bang, Calgon, Clearasil, Dettol, Durex, Finish, French's, Gaviscon, Harpic, Lysol, Mortein, Mucinex, Nurofen, Scholl, Strepsils, Vanish, Veet and Woolite. RB people are at the heart of the company's success. They have an intense drive for progress and action and a desire to outperform wherever they focus, including in CSR, where the company has the most ambitious corporate responsibility program in the industry through its Carbon 20 initiative. Headquartered in the United Kingdom, the company employs about 25,000 people worldwide, with operations in more than 60 countries and sales in almost 200 countries. For more information visit RB.com.

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