Six Flags Entertainment Launches Integrated Marketing Partnership with Nokia

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GRAND PRAIRIE, Texas, May 7, 2012 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE:SIX) announced today an integrated marketing and mobile development partnership with Nokia to support the new Lumia 900 and debut a custom application for Six Flags guests for all U.S. locations. The partnership will provide Nokia with marketing opportunities across the Six Flags parks through its Media Network. Additionally, Nokia and Six Flags will partner on national sweepstakes and retail promotions.

The centerpiece of the program is the development of a custom Six Flags application exclusively for Nokia Lumia consumers. The application will feature unique content for each participating Six Flags theme park, including an interactive map, information on attractions, food and shopping as well as special event listings, a custom day planner and video content from Six Flags TV. In addition, the application will present owners with exclusive benefits such as Nokia Nightly Offers that provide discounts each night on select in-park retail, restaurant or games locations.

"This partnership exemplifies and takes advantage of our entire portfolio of marketing assets and provides an incredible benefit to our guests," said David McKillips, senior vice president of corporate alliances for Six Flags Entertainment. "We are really excited to see the Nokia brand integrated into our parks and to deliver exclusive benefits to our guests."

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.

SOURCE Six Flags Entertainment Corporation

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Prices, operating schedule and park policies are subject to change without notice. Processing fees apply to online orders.
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