Six Flags Extends and Expands Partnership with The Coca-Cola Company for Another Ten Years

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GRAND PRAIRIE, Texas, July 18, 2012 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and The Coca-Cola Company (NYSE: KO) today announced a 10-year extension to their partnership agreement, designating Coca-Cola as Six Flags' Official Beverage Sponsor for all domestic parks. The new agreement begins January 2013 and builds on a 50-year relationship that began at Six Flags Over Texas, Six Flags' flagship park.

"We are extremely proud and excited to extend our valuable partnership with Coca-Cola, and expand our relationship that is built on innovation, service and quality brands," said David McKillips, senior vice president of Corporate Alliances for Six Flags. "We are looking forward to taking our relationship to new heights."

"This new agreement builds on 50 years of refreshing visitors at Six Flags parks. With acres of thrilling rides and attractions to explore, friends and families are sure to work up a thirst enjoying a day outdoors at one of Six Flags' 17 U.S. parks," said Stefanie Miller, Group Vice President of Strategic Partnership Marketing, Coca-Cola Refreshments. "Our diverse portfolio of full, low and no-calorie beverages offers the perfect choice for delicious, ice-cold refreshment for every Six Flags visitor."

The association includes fully integrated marketing, food service and sponsorship elements at every property and exclusive product distribution in restaurants, dining locations and mobile carts for Coca-Cola®, Diet Coke®, Sprite®, Coke Zero™, PowerAde® and Dasani® bottled water, along with energy drinks, teas, juices and all frozen carbonated beverages. The companies will work collaboratively on launching unique beverage innovation concepts, including the expansion of the Coca-Cola Freestyle® Zone, which first opened at Six Flags Great Adventure in Jackson, NJ in 2011.

Also, Six Flags and Coca-Cola will debut many marketing initiatives nationally, regionally and locally, including value-added promotions unique to each property, along with an extensive, fully-integrated media campaign featuring joint creative messaging on TV, radio, the internet and in cinemas. Additional programs will feature Six Flags rewards within the MyCokeRewards loyalty program, as well as social media and mobile phone campaigns.

In addition, Coca-Cola will be the Official Beverage Sponsor of many Six Flags special events, including spring and summertime music concerts and cultural events such as Festival Latino. Coca Cola will market its products on Six Flags' in-park media networks, including TV commercials, custom-made vignettes on award-winning Six Flags TV, digital out-of-home networks, online at sixflags.com, and via experiential marketing on Coke's Swelter Stopper Tour.

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 The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

SOURCE Six Flags Entertainment Corporation

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