Six Flags Entertainment Partners with Capcom® and GameStop to Create Resident Evil® 6 Flags Night During Fright Fest

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GRAND PRAIRIE, Texas, Aug. 27, 2012 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Capcom U.S.A., Inc. announced today a groundbreaking partnership in support of Capcom®'s *Resident Evil® 6* game launch, set to be released on October 2, 2012. In support of the launch, Six Flags will brand October 6, 2012 as *Resident Evil 6* Flags Night, with perks for consumers who pre-order or purchase the game, exclusively at GameStop.

Beginning August 30, 2012, any consumer who pre-orders *Resident Evil 6* at GameStop stores or GameStop.com will receive a special Six Flags ticket offer with exclusive benefits for the October 6th *Resident Evil 6* Flags Night, including:

- Admission discount for Six Flags Fright Fest (discount varies by market)
- One free haunted attraction voucher
- Exclusive ride time on certain Six Flags' coasters

All guests, 17 years of age and older, will have the ability to play *Resident Evil 6* with interactive game demo stations at the theme parks and win *Resident Evil 6* prizes from branded street teams on the event date.

In addition, Six Flags will host the *Resident Evil 6*: Fright Fest Getaway national sweepstakes, for the chance to win a fly-away VIP trip for two to any Six Flags US Theme Park to experience Fright Fest this Halloween season, including admission tickets, front line privileges, meal vouchers and *Resident Evil 6* merchandise.

"This unique promotion is truly one of the most creative and exciting programs Six Flags has developed with a partner around our Fright Fest event," said David McKillips, senior vice president of corporate alliances for Six Flags. "The program fully demonstrates how our media networks can be tailored for a specific demographic, and how our partnership model can help raise awareness in our parks and drive sales with a retail partner; we're thrilled to be partnering with Capcom and GameStop on the release of *Resident Evil 6*."

The event and sweepstakes promotion will be supported with a fully integrated media campaign including custom television commercials airing on Six Flags TV and GameStop TV's digital out-of-home television networks, plus signage through Six Flags in-park Media Networks, online and social efforts by Six Flags, GameStop and Capcom.

"Having the ability to create and own a branded event, like '*Resident Evil 6* Flags Night,' within one of the most popular Halloween events across the country, is a tremendous opportunity for our brand," said John Diamonon, *Resident Evil*'s Product Manager at Capcom. "Not only does the promotion raise awareness for the *Resident Evil 6* launch, but it provides added-value and exclusive benefits at Six Flags for all of our fans who pre-order the game."

About Six Flags Entertainment Corporation

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

Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games, including best-selling franchises *Resident Evil®, Street Fighter®, Mega Man® and Devil May Cry®*. Capcom maintains operations in the U.S., U.K., France, Germany, Tokyo, Hong Kong and Korea, with corporate headquarters located in Osaka, Japan. More information about Capcom and its products can be found at www.capcom.com or www.capcom-unity.com.

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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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