Six Flags Entertainment and Roadrunner Records Announce Groundbreaking Partnership and Release of First Ever Original Song for Coaster by Australian Band Airbourne

February 07, 2013

GRAND PRAIRIE, Texas, Feb. 7, 2013 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Roadrunner Records, prominent international rock record label, a member of the Warner Music Group family of labels, today announced a new partnership, including the first-ever release of an original song created for a roller coaster. The Full Throttle edition of "Live it Up" will be released by Australian rock band, Airbourne, for the opening of Full Throttle at Six Flags Magic Mountain (Valencia, CA), the tallest, fastest looping roller coaster in the world.

The song will be released to rock radio in late spring followed by its in-park debut at Six Flags Magic Mountain with the ride opening. The Full Throttle edition of "Live it Up" will be featured throughout the newly themed five-acre section of the park where guests will experience high-energy action through fast-paced imagery, sound and lights, with additional music featuring various Roadrunner artists. The launch will be further supported nationally in all theme parks, Roadrunner and Six Flags online and social media channels, live events and press outreach.

"Theme music is synonymous with television, movies and even sports. It's a natural extension to bring original music to a world-class roller coaster, like Full Throttle," said David McKillips, Senior Vice President of Corporate Alliances, Six Flags Entertainment. "Roadrunner Records had the creative vision and talent to match the heart-pounding speed and adrenaline the ride experience delivers, backed with a content partnership that provides best-in-class entertainment to our guests."

In addition to the song's release, Six Flags and Roadrunner will be working together on programming to be featured on Six Flags digital networks, which includes the Nielsen-measured Six Flags Television Network. The content partnership will air Roadrunner videos in ride-line televisions and help drive awareness, music downloads, and sales for Roadrunner's breadth of rock artists.

"This is an innovative partnership that brings together two great brands and allows Roadrunner to bring music to millions of entertainment-seeking consumers in a new way," said Michael Easterlin, General Manager of Roadrunner Records. "Six Flags' ability to generate awareness through the Full Throttle attraction and its national media network provides a unique outlet for fans to instantly access our music."

"Live it Up" will be included on Airbourne's upcoming album, *Black Dog Barking* which will be out on Roadrunner May 21, 2013. Airbourne's infectious music has been used in more than 20 video games, countless films, trailers and more. Inspired by the likes of Judas Priest, Thin Lizzy, AC/DC and Motörhead, Airbourne has been winning fans since 2003 with their high energy, whiplash-inducing working man's rock 'n' roll.

About Six Flags Entertainment Corporation:
Six Flags Entertainment Corporation is the world's largest regional theme park company with $1 billion in

revenue and 18 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 www.sixflags.com.

About Roadrunner Records:
Originally founded in 1980 in the Netherlands, Roadrunner Records earned its place as one of the most prominent international independent record labels. Established primarily as a hard rock label, Roadrunner Records, a member of the Warner Music Group family of labels, now boasts depth and variety in its artists. The label has experienced unprecedented success with multi-platinum artists Nickelback and Slipknot, platinum Theory of a Deadman, gold-certified Stone Sour and Killswitch Engage, as well as modern heavy hitters Dream Theater, Trivium, critically acclaimed Gojira and the legendary Rush. Roadrunner's current roster includes exciting alternative/pop up and comers Young the Giant and other diverse rock acts such as Black Stone Cherry, The Amity Affliction and Airbourne. Roadrunner catalog includes now-classic albums from seminal artists such as Type O Negative, Sepultura and King Diamond. For more information about Roadrunner, visit: www.roadrunnerrecords.com.

SOURCE Six Flags Entertainment Corporation

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