Six Flags Entertainment and KIDZ BOP Announce Partnership and Live Audition Tour for National Talent Search, KIDZ Star USA 2013

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GRAND PRAIRIE, Texas, Feb. 11, 2013 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and KIDZ BOP, the #1 kids' music brand in the U.S., today announced a new partnership and the Official Live Audition Tour at Six Flags Theme Parks for KIDZ Star USA 2013 Talent Search. The premier national talent competition for kids and teens ages 15 and under is hosted on KIDZ BOP's leading safe social networking and video sharing website, KIDZBOP.com. The Live Audition Tour will extend reach to the live arena for the first time since the competition's launch in 2010.

Beginning this June, aspiring young singers from across the country may submit a 90-second performance video to KIDZBOP.com to compete for a chance to win a recording contract from RCA Records. The Live Audition Tour will make stops at 10 domestic Six Flags theme parks over the course of the summer, giving guests the opportunity to record and submit audition videos on site. KIDZ BOP brand ambassadors will be present to record auditions and assist guests with submissions. Each tour stop will also feature interactive activities, including live deejays, in-park contests and giveaways.

KIDZ Star fans will be able to follow the tour on sixflags.com, and view contestants' audition videos and progress on KIDZBOP.com, where they will be able to interact with their favorites and rally support to help determine the semi-finalists and grand prize winner. The tour will be followed by a Special Finale Event at Six Flags Magic Mountain (Los Angeles, CA), with the contest semi-finalists, before they compete in a series of musical challenges for the Grand Prize.

"Six Flags is dedicated to showcasing best-in-class music events and supporting artistic partnerships and emerging talent," said David McKillips, Senior Vice President of Corporate Alliances, Six Flags Entertainment. "As the competition continues to grow, our family-friendly theme parks provide the ideal venue for the KIDZ BOP brand and live component."

Last year, nearly 50,000 kids entered the competition and 15-year-old Dallas Wayde was crowned the 2012 KIDZ Star winner and was signed to RCA Records. The 2011 winner, Kiana Brown, released her debut single and music video **"HEY CHICA"** on VEVO and has generated over 600,000 views to date. Kiana recently appeared in the 86th Annual Macy's Thanksgiving Day Parade, performed at several festivals with the KIDZ BOP kids and is currently in the studio recording new music.

Sasha Junk, Senior Vice President of Marketing, KIDZ BOP, added, "Millions of kids and families visit Six Flags theme parks each summer, making them the perfect destination for the 2013 live KIDZ Star USA auditions. KIDZ BOP has a reputation for helping discover young talent and we are excited to be giving even more aspiring hopefuls the opportunity to audition for their chance to become the next KIDZ Star."

The tour and competition will be promoted heavily in participating parks via Six Flags Out of Home and Digital Networks, Sixflags.com and KIDZBOP.COM, and multiple in-market touch points including social media, press and retail. Six Flags will also feature music videos from KIDZ BOP's current talent throughout in-park TV

networks to complement the tour, and provide family entertainment to guests of the park.

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 KIDZ BOP LLC:

KIDZ BOP is the #1 music brand for kids ages 5-12 in the U.S., featuring today's most popular songs, sung by kids for kids. KIDZ BOP celebrates the authentic voice of kids across the entire brand—through music, videos, live appearances, licensed merchandise and its popular social networking and content sharing website, KIDZBOP.com. KIDZ BOP CD titles have earned one Platinum® and nine Gold® certifications since their debut in 2001. KIDZ BOP's latest release, *KIDZ BOP 23*, recently debuted at #2 on the Billboard Top 200 Chart. Check out KIDZ BOP's new weekly radio show, KIDZ BOP Block Party!, a two-hour weekly radio show on Kids Place Live, every Friday at 6PM EST.

SOURCE Six Flags Entertainment Corporation

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