Ortega® Named Official Partner of Six Flags and Presenting Sponsor of Cinco de Mayo

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GRAND PRAIRIE, Texas, April 25, 2013 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and B&G Foods, Inc., today announced a new multi-year relationship with the Ortega brand as the Official Nacho Cheese Sauce of Six Flags and presenting sponsor of Cinco de Mayo at participating theme parks.

On May 5, 2013, Six Flags will celebrate Cinco de Mayo at participating theme parks with a special in-park Fiesta Hour, where guests can enter themed challenges for a chance to win prizes. The day will end with a special Coasters After Dark event where select rides will remain open after the park closes for guests with a valid event wristband. To receive a wristband, guests can print an official Ortega Cinco de Mayo voucher prior to their visit and exchange it on May 5 at a designated location inside the park while supplies last. Six Flags guests can also obtain an event wristband when they purchase any food item with Ortega Nacho Cheese from designated food locations inside the park on May 5.

Cinco de Mayo will be promoted in-park via Six Flags Out of Home and Digital Networks and sixflags.com, and throughout multiple in-market touch points including social media and press. Ortega will also promote the event via their social channels and encourage consumers everywhere to participate in the Ortega Mexican Meals Made Easy™ game, Taco Authentico, for a chance to win valuable prizes including coupons for Ortega products, tickets to Six Flags theme parks, and a grand prize, a fly-away trip for four to any Six Flags theme park in the United States.

"Our family-friendly theme parks are the perfect venue for Ortega to reach its core audience and their products allow us to continue to provide our guests with the highest quality of brands," said Adam Cross, vice president of corporate alliances, Six Flags. "We look forward to the growth of our partnership for years to come."

As the Official Cheese Sauce of Six Flags, Ortega will have branded signage at food locations where cheese sauce is sold, as well as brand messaging across the Six Flags Media Networks with out-of-home signage, digital advertising and banner placement on sixflags.com throughout the season. Ortega will also promote a special discount offer at retail on select product packaging.

Visit www.sixflags.com/CincoDeMayo for additional event details and to print an Ortega Cinco de Mayo voucher.

About Six Flags Entertainment Corporation:
Six Flags Entertainment Corporation is the world's largest regional theme park company with $1.1 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®.

About B&G Foods:
B&G Foods, Inc. (NYSE: BGS) and its subsidiaries manufacture, sell and distribute a diversified portfolio of high-quality, shelf-stable foods across the United States, Canada and Puerto Rico. Based in Parsippany, New Jersey,

B&G Foods' products are marketed under many recognized brands, including Ac'cent, B&G, B&M, Baker's Joy, Brer Rabbit, Cream of Rice, Cream of Wheat, Devonsheer, Don Pepino, Emeril's, Grandma's Molasses, JJ Flats, Joan of Arc, Las Palmas, Maple Grove Farms of Vermont, Molly McButter, Mrs. Dash, New York Style, Old London, Ortega, Polaner, Red Devil, Regina, Sa-son, Sclafani, Sugar Twin, Trappey's, Underwood, Vermont Maid and Wright's. B&G Foods also sells and distributes two branded household products, Static Guard and Kleen Guard.

SOURCE Six Flags Entertainment Corporation

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