Cedar Fair Entertainment Company

News Release

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CEDAR FAIR EXTENDS AGREEMENT WITH PANAMA JACK

SANDUSKY, OHIO, May 30, 2013 – Cedar Fair Entertainment Company (NYSE: FUN), a leader in regional amusement parks, water parks and active entertainment, and Panama Jack announced a five-year agreement, extending Panama Jack's reign as Cedar Fair's "Official Sun Care Partner" of its parks.

The extended agreement includes product offerings such as sun care products, sunglasses, hats and Panama Jack soft goods, to be offered for sale within Cedar Fair's expansive network of parks. Additionally, the partnership allows for joint marketing campaigns, which leverage two powerful brands that specialize in having fun in the sun.

Kim Manna, President of Panama Jack, stated "We are pleased to continue our partnership with Cedar Fair. The continued collaboration between the two companies provides a great opportunity to bring families and friends together for fun, enjoyment, and lasting memories."

"We are thrilled to exclusively extend our partnership with Panama Jack," said Bob Wagner, Corporate Vice President, Strategic Alliances. "Panama Jack is a strong alliance partner, given the wide array of well-known sun care products that are enjoyed by our guests of all ages throughout our parks."

About Cedar Fair

Cedar Fair is a publicly traded partnership headquartered in Sandusky, Ohio, and one of the largest regional amusement-resort operators in the world. The Company owns and operates 11 amusement parks, four outdoor water parks, one indoor water park and five hotels. Its parks are located in Ohio, California, North Carolina, South Carolina, Virginia, Pennsylvania, Minnesota, Missouri, Michigan, and Toronto, Ontario. Cedar Fair also operates the Gilroy Gardens Family Theme Park in California under a management contract. Cedar Fair's flagship park, Cedar Point, has been consistently voted the ***"Best***

Amusement Park in the World" in a prestigious annual poll conducted by *Amusement Today* newspaper.

About Panama Jack

Panama Jack is an international company that has built a powerful brand and loyal following with product offerings synonymous with a carefree beach lifestyle. Its offerings include sun care products, sunglasses, beach apparel, sandals and shoes, hats, jewelry, beach chairs and umbrellas. Panama Jack added home furnishings to its product offerings in 2011, introducing its Home Collection and Outdoor Collection that allow people to live the Panama Jack lifestyle at home. The company also launched branded beach-cruiser bicycles in 2010, as well as opening the first of several Panama Jack retail stores at top travel destinations. Founded in 1974, Panama Jack is based in Orlando, FL.

This news release and prior press releases are available online at www.cedarfair.com.

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