Six Flags Entertainment and Unilever Announce Multi-Year Partnership

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Unilever Ice Cream Brands Named Official Frozen Novelties and Hard Scooped Ice Cream of Six Flags Theme Parks

GRAND PRAIRIE, Texas, March 20, 2014 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Unilever, one of the world's leading suppliers of Food, Home and Personal Care products, today announced a strategic partnership, naming Unilever Ice Cream the "Official Frozen Novelties" and "Hard Scooped Ice Cream" for all Six Flags Theme Parks in the U.S.

During the five-year agreement, Unilever Ice Cream will have exclusive marketing and sales rights for all novelty products including Good Humor®, Magnum® Ice Cream Bars, Fruttare® Frozen Fruit Bars, Klondike® and Popsicle® brand products, as well as Breyers® hard scooped ice cream. The partnership also includes in-park brand exposure of Unilever ice cream products through digital and static signage via the Six Flags Media Networks and branded patio locations throughout the parks.

In addition to the product offerings and promotional support, Six Flags will host "Sundae Fundays" presented by Breyers®, where park guests will receive special offers, prizes and product sampling on dedicated dates throughout the summer. These national events will be supported by in-park advertising and online and social media exposure on brand channels for both Six Flags and Breyers®.

"We are thrilled to partner with a best-in-class company like Unilever to bring the joy of ice cream to our millions of guests," said Stephanie Borges, Six Flags national director of corporate alliances. "This partnership demonstrates our ability to fully execute integrated partnerships using our powerful media networks, experiential brand teams and retail availability."

"Just like ice cream, theme parks are synonymous with summer. A strategic partnership between Six Flags and our Unilever ice cream brands is a perfect match," said Nick Soukas, Marketing Director at Unilever; "We are pairing iconic ice cream brands with iconic theme parks that have both created joyful memories across generations."

The companies will also collaborate on in-market, online and in-store shopper marketing promotions during the five-year agreement.

For more information, visit www.sixflags.com or www.unilever.com.

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 53 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 Unilever United States, Inc.

Unilever is one of the world's leading suppliers of Food, Home and Personal Care products with sales in more than 190 countries. Working to create a better future every day, we help people feel good, look good and get more out of life. In the United States, the portfolio includes brand icons such as: Axe, Ben & Jerry's, Bertolli, Breyers, Caress, Clear Scalp & Hair Therapy, Consort For Men, Country Crock, Degree, Dove personal care products, Fruttare, Good Humor, Hellmann's, I Can't Believe It's Not Butter!, Just for Me!, Klondike, Knorr, Lever 2000, Lipton, Magnum, Motions, Nexxus, Noxzema, Pond's, Popsicle, Promise, Q-tips, Ragú, Simple, Slim-Fast, St. Ives, Suave, TIGI, TONI&GUY Hair Meet Wardrobe, TRESemmé and Vaseline. All of the preceding brand names are trademarks or registered trademarks of the Unilever Group of Companies.

Our ambition is to double the size of our business, while reducing our overall environmental footprint (including sourcing, consumer use and disposal) and increasing our positive social impact. We are committed to helping more than a billion people take action to improve their health and well-being, sourcing all our agricultural raw materials sustainably by 2020, and decoupling our growth from our environmental impact. Supporting our three big goals, we have defined seven pillars, underpinned by targets encompassing social, environmental and economic areas. See more on the Unilever Sustainable Living Plan at http://www.unileverusa.com/sustainable-living/.

Unilever employs approximately 10,000 people in the United States – generating nearly $9 billion in sales in 2013. For more information, visit www.unileverusa.com.

SOURCE Six Flags Entertainment Corporation

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