Six Flags and Henkel North America Announce Multi-Year Partnership

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Expanding Program for got2b Brand and Bringing Style to Non-Traditional Marketing Alliance

GRAND PRAIRIE, Texas, May 5, 2014 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Henkel North America today announced a two-year extension to their partnership agreement, designating the göt2b® brand, one of the industry's leading hair styling brands, as Six Flags' Official Hair Styling Product.

This year, the *göt2b* brand will be integrated into the launch of two major coaster openings, including the record-breaking roller coaster, Goliath at Six Flags Great America in Gurnee, Illinois, and the world's tallest drop ride Zumanjaro, at Six Flags Great Adventure in Jackson, New Jersey, with on-site activation during media events and public openings, and various press and social media opportunities, which will leverage the "extreme" message of the *göt2b* brand with the parks' newest thrill rides.

Also in 2014, the *göt2b* brand will be the first sponsor of Six Flags' new live entertainment segments on its in-park television network, complementing the brand's existing custom-made vignettes filmed and produced by Six Flags showcasing guests, styled with *göt2b* products, and putting their "*glued*®" hair gel to the test on the parks' extreme roller coasters.

The strategic partnership includes brand messaging across the Six Flags Media Networks with out-of-home signage, unique attraction integrations, digital advertising and banner placement on sixflags.com, as well as experiential and product sampling programs in the parks. Henkel will also host a national sweepstakes on the *göt2b* Facebook page in conjunction with their *beach trippin'®* waving spray for a trip to Six Flags Hurricane Harbor Los Angeles this summer.

"We are extremely excited to extend our unique partnership with Henkel and the *göt2b* brand, and expand our relationship to reach our guests with the fun, "individual" attitude for hair," said David McKillips, senior vice president of Corporate Alliances for Six Flags. "We are looking forward to taking our relationship to new heights."

"Our partnership with Six Flags has allowed us to introduce the *göt2b* brand to millions of targeted consumers, outside of traditional media," said Kathy Alaama, vice president, Henkel North America. "Since 2007, this alliance has been a groundbreaking marketing partnership that has creatively combined non-traditional advertising, social media, special events, and integrated out-of-home programs to successfully drive awareness, market share, and sales for the youthful *göt2b* brand."

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.

Henkel in North America

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit www.henkelna.com for more information.

About Henkel
Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds leading global market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of $21.8 billion and adjusted operating profit of $3.3 billion in fiscal 2013. Henkel's preferred shares are listed in the German stock index DAX.

SOURCE Six Flags Entertainment Corporation

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