Six Flags Entertainment and Impact Confections Announce Summer Partnership

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Debuting WARHEADS® Candy on Digital Kiosks and Through In-Park Experiential Program

GRAND PRAIRIE, Texas, May 12, 2014 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Impact Confections, Inc. today announced a summer program with WARHEADS® candy at participating Six Flags Theme Parks in the U.S.

The centerpiece of the program is the launch of a custom WARHEADS application for the digital-touch-screen kiosk inside each of the parks. From May throughout the summer, guests will have the opportunity to submit their "Sour Selfie" photo for a chance to be included in a branded content piece that will air on Six Flags Television Network in participating parks. The digital kiosks are one of several new offerings via the Six Flags Media Network highlighting innovative and interactive elements to enhance our guests' experience.

"We are excited to be featuring WARHEADS candy in our parks this summer with a new, innovative program," said John Gray, Six Flags regional vice president of corporate alliances. "The youthful nature of this brand resonates with our teen guests and allows us to bring the park experience to life in a way that is engaging and fun."

"Partnering with Six Flags is a natural fit for the WARHEADS brand. Both WARHEADS candy and Six Flags are known for their thrills and fun, and our shared core demographic of tweens and teens will be excited with this year's program. Our inaugural program last year was a tremendous success, and we look forward to a very thrilling summer," stated Andy Telatnik, director of marketing.

The kiosk application rounds out an integrated program that includes in-park retail and brand messaging across the Six Flags Media Networks with out-of-home signage, digital advertising and banner placement on sixflags.com throughout the season. In addition, WARHEADS Weekends will return on select weekend dates throughout the summer, where Wally the WARHEADS mascot will visit parks accompanied by a branded street team to offer guests premium giveaways and product samples at park exits. Six Flags will also host a national WARHEADS Weekend sweepstakes online to complement the in-park activation, offering guests the chance to win a trip to the theme park of their choice. Both promotions will be supported by in-park advertising and online and social media exposure on brand channels for both Six Flags and WARHEADS.

The participating parks include Six Flags Great America, Six Flags Over Texas, Six Flags Magic Mountain, Six Flags New England, Six Flags America, Six Flags Over Georgia and Six Flags Fiesta Texas.

For more information, visit www.sixflags.com or www.warheads.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 Impact Confections, Inc.
Impact Confections is a U.S. based manufacturer of innovative candies marketed under the WARHEADS® and Melster Candies® Brands. WARHEADS®, the fastest growing brand of sour candy in the U.S., is one of the most recognized sour candies in the market. Melster Candies®, established in 1919, has been delighting consumers and retailers with its marshmallow treats for decades. Impact Confections opened a new state-of-the-art, SQF Certified facility located in Janesville, WI in January of 2012 to meet the increasing demand for its branded and co-manufactured line of candies.

SOURCE Six Flags Entertainment Corporation

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