Six Flags Announces Outback Steakhouse as Title Sponsor and National Promotional Partner for National Coaster Day on August 16

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GRAND PRAIRIE, Texas— July 9, 2015 — Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Outback Steakhouse today announced a BOLD new partnership, naming Outback Steakhouse the title sponsor of Six Flags National Coaster Day at participating parks across the country.

On Sunday, August 16, Six Flags will celebrate National Coaster Day, in partnership with Outback Steakhouse, with special activities inside the parks, a special admission offer and exclusive ride time benefits — all available to restaurant customers nationwide. Six Flags is home to the most innovative and boldest roller coaster line-up in the world, featuring more than 130 coasters with many consistently ranked among the highest, steepest and fastest in the industry.

The centerpiece of the promotion will feature a national sweepstakes and online contest where consumers may vote for Six Flags' "Boldest" roller coaster across its U.S. Theme Parks. The sweepstakes grand prize is a fly-away vacation to any Six Flags theme park in the U.S. and an Outback Steakhouse gift card. The voting campaign features one coaster from each of Six Flags' 11 domestic theme parks, and a leaderboard will be updated weekly on the sweepstakes webpage, at www.sixflags.com/boldestsweeps. The winning coaster will be revealed on National Coaster Day in parks and online.

"What a perfect fit!" said David McKillips, senior vice president of corporate alliances for Six Flags. "We are thrilled to partner with Outback Steakhouse and develop such an endemic national promotion combining our boldest coasters with the nation's boldest steaks in celebration of the very best line-up of roller coasters in the world.

The integrated program includes Outback brand and promotional messaging across Six Flags' award-winning Media Networks featuring digital advertising on Six Flags TV, out-of-home signage, coupon sampling and online banner placement as well as multiple in-market touch points on social and traditional media outlets. Outback Steakhouse will also support the promotion in restaurants with branded "Coasters" and via its online and social channels.

"Bold flavor and bold coasters make for a winning combination," said John Schaufelberger, Chief Marketing Officer of Outback Steakhouse. "We're very proud to align our best-in-class brand with the world's largest regional theme park brand to deliver exclusive benefits to our customers this summer."

In addition to the exclusive ride time and benefits for National Coaster Day on August 16, Outback customers will receive an admission offer, valid any day this summer for $10.00 off general admission pricing at any domestic Six Flags Theme Park, valid for 4 people, or $40.00 in overall savings. Coupons may be downloaded on www.outback.com/sixflags and brought to a Six Flags front gate ticket booth to receive the discount.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with $1.2 billion in revenue and 18 parks across the United States, Mexico and Canada. For 54 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions. For more information, visit www.sixflags.com.

About Outback Steakhouse

Outback Steakhouse starts fresh every day to create the flavors that our mates crave. Best known for grilled steaks, chicken and seafood, Outback also offers a wide variety of crisp salads and freshly made soups and sides. New creations and grilled classics are made from scratch daily using only the highest quality ingredients sourced from around the world. For more information, please visit www.outback.com or http://www.facebook.com/outback.

Prices, operating schedule and park policies are subject to change without notice. Processing fees apply to online orders.
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