Six Flags Announces NOOK® as Title Sponsor and National Promotional Partner for National Read a Book Day on September 6 and Official Partner of Read to Succeed®

August 27, 2015

Guests Who Download the Free NOOK Reading App™ Will Receive Exclusive Ride Time Benefits, In-Park Discounts, and a Select Content Offer

GRAND PRAIRIE, Texas--(BUSINESS WIRE)--Aug. 27, 2015-- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Barnes & Noble, Inc. (NYSE: BKS), the nation's largest retail bookseller and a leading retailer of content, digital media and educational products, today announced a new partnership, naming NOOK® the presenting sponsor of Six Flags National Read a Book Day at participating parks across the country, and partner of Read to Succeed®, a free educational program sponsored by Six Flags.

On Sunday, September 6, Six Flags will celebrate National Read a Book Day, in partnership with NOOK, and offer exclusive ride time benefits and in-park discounts to guests who download, register and show the Free NOOK Reading App on their phones at any Six Flags domestic theme park. NOOK app users can also download a selection of two free books in the park that day. An additional admission discount will be available for the event date on specially marked receipts of Barnes & Noble purchases made through September 5, 2015.

The Six Flags Read to Succeed program is an educational offering that encourages students in grades K through 6 to engage in recreational reading. Students who complete six hours of non-school-related reading are eligible to earn a free admission ticket to a participating Six Flags theme park. As the official partner, NOOK will make special offers and activities available to teachers and parents who participate.

The partnership builds upon this summer's successful pilot program at Six Flags Great Adventure in Jackson, NJ, where guests were encouraged to download the Free NOOK Reading App and receive an exclusive free content offer at www.nookoffers.com/sixflags. The promotion featured in-park messaging across Six Flags Media Network and online at www.sixflags.com, and now will roll out to all theme parks as part of a national program launch. The book and magazine offers will change throughout the remainder of the year, aligning with themed attractions and seasonal events, including Six Flags' Fright Fest® event.

NOOK will also be a sponsor of Holiday in the Park® at seven parks across the country, with a program that includes a national sweepstakes promotion and in-park reading activities for younger guests throughout the holiday season.

"We are excited to provide Six Flags guests the ability to explore digital reading at no cost with our Free NOOK Reading App, including a select content offer – just in time for back to school and the holiday season," said Jeanniey Mullen, Vice President of Marketing at NOOK. "Our NOOK devices and free reading apps for iOS®, Android™ and Windows® offer a fantastic reading and entertainment experience, with more than 4 million book and magazine titles available. There is something for everyone in the entire family."

The integrated program includes NOOK brand and promotional messaging across Six Flags' award-winning Media Networks, featuring digital advertising on Six Flags TV, in-park signage, brand ambassadors, coupon sampling and online banner placement, as well as multiple in-market touch points on social and traditional media outlets. Barnes & Noble will also support the promotion in select stores, on social channels and with digital signage and special offers for customers.

"NOOK is the perfect brand for these special events at Six Flags," said David McKillips, Senior Vice President of Corporate Alliances for Six Flags. "We are thrilled to partner with NOOK on such an exciting and endemic program that rewards our guests and NOOK customers with exclusive and valuable offers."

In addition to the exclusive ride time and benefits for National Read a Book Day, NOOK and Six Flags have lined up a full series of offers to be announced over the next few months.

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.

Read to Succeed®, Fright Fest® and Holiday in the Park® are registered trademarks of Six Flags Theme Parks Inc.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS) is a Fortune 500 company, the nation's largest retail bookseller, and a leading retailer of content, digital media and educational products. The Company operates 648 Barnes & Noble bookstores in 50 states, and one of the Web's premier e-commerce sites, BN.com (www.bn.com). The Nook Digital business offers a lineup of popular NOOK® tablets and eReaders and an expansive collection of digital reading and entertainment content through the NOOK Store®. The NOOK Store features more than 4 million digital books in the US (www.nook.com) and UK (www.nook.co.uk), plus periodicals, comics, apps, movies and TV shows, and offers the ability to enjoy content across a wide array of popular devices through Free NOOK Reading Apps™ available for Android™, iOS® and Windows®.

General information on Barnes & Noble, Inc. can be obtained by visiting the Company's corporate website at www.barnesandnobleinc.com.

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