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Call of Duty® is Back for Fright Fest®! Six Flags and Activision Announce Partnership to Support Call of Duty®: Black Ops III



September 28, 2015

Program Includes Branded Attraction at Six Flags Magic Mountain and National Pre-Order Program with Exclusive Six Flags Benefits for GameStop Customers

GRAND PRAIRIE, Texas--(BUSINESS WIRE)--Sep. 28, 2015-- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Activision Publishing, Inc. announced today their partnership to support the upcoming release of the highly anticipated *Call of Duty®: Black Ops III*, launching worldwide on November 6, 2015, by re-naming the Apocalypse roller coaster at Six Flags Magic Mountain the "Shadows of Evil" The Ride for the entire run of Fright Fest®, September 26 - November 1.

Call of Duty: Black Ops III will descend on Six Flags Magic Mountain in Valencia, California, with a terrifying experience based on the game's new Zombies mode, "Shadows of Evil." For the first time in the park's history, the wooden coaster Apocalypse will be transformed for Fright Fest, transporting guests to the 1940s Film Noir-inspired Morg City, including zombie encounters and more.

This marks the third year Six Flags and Activision's Call of Duty are joining forces to support the *Call of Duty®* series, building off the success of the national pre-order program supported inside parks and at GameStop stores. Beginning September 1, 2015, any consumer, 17 years old or older, who pre-orders *Call of Duty: Black Ops III* at GameStop stores or GameStop.com will receive \$10 off admission at Six Flags and a complimentary Fright Fest attraction wristband valued at up to \$25. Call of Duty brand ambassadors will also be available in parks during select windows for guests to pre-order during their visit. Additional information is available at www.sixflags.com/callofdutyoffer.

In addition, Six Flags will host a national sweepstakes, for the chance to win four 2016 season passes to any Six Flags US Theme Park, and a *Call of Duty* prize package.

"Our partnership with Activision and the *Call of Duty* series continues to evolve as this blockbuster brand reinvents itself each year with new story lines and exciting features, and remains one of the most creative and exciting programs Six Flags has developed with a partner around our Fright Fest event," said Pete Dimitrakopoulos, director of corporate alliances for Six Flags. "The program fully demonstrates how our media networks can be tailored for a specific demographic, and how our partnership model can help raise awareness in our parks and drive fan engagement with a retail partner; we're thrilled to be partnering with Activision and GameStop on Black Ops III."

Published by Activision Publishing, Inc., and developed by award-winning developer Treyarch, *Call of Duty: Black Ops III* will be available for PlayStation® 4 computer entertainment system, Xbox One, the all-in-one games and entertainment system from Microsoft, and PC worldwide on November 6.

For the latest intel on *Call of Duty: Black Ops III*, check out: www.callofduty.com, www.youtube.com/callofduty or follow @Treyarch and @CallofDuty on Twitter and Instagram and Facebook. *Call of Duty: Black Ops III* is rated M for Mature.

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.

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

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