Beware of the Scare – Six Flags Fright Fest® is the Biggest, Most Terrifying Halloween Celebration on the Planet

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Six Flags Theme Parks Elevate the Scare Factor for Annual Haunting

GRAND PRAIRIE, Texas--(BUSINESS WIRE)--Oct. 22, 2015-- Long recognized as an industry giant for its innovative ride designs and record-breaking roller coasters, Six Flags Entertainment Corporation (NYSE:SIX), the world's largest regional theme park company, is now leading the way in Halloween entertainment. The company's signature fall event, Fright Fest®, at Six Flags Magic Mountain, near Los Angeles, was just named the Best Theme Park Halloween Event in the country by *USA Today* readers, followed by Fright Fest at Six Flags Great Adventure, in Jackson, New Jersey. Fright Fest offers more thrills and chills every year with monster coasters in the dark, thousands of zombies and scare-actors roaming the midways and more horrifying mazes and haunted attractions than ever before. Six Flags originated the annual fall celebration back in the mid-70s and it has grown to become the most-anticipated event of the season. Fright Fest also offers age-appropriate daytime thrills for younger guests, but once the sun starts to set — prepare for the ultimate scare!

"Fright Fest is appointment-based entertainment at its best," said Thomas Iven, Six Flags senior vice president of U.S. park operations. "Our guests, particularly teens and young adults, schedule their weekends around this event and we continue to make significant investments at every park every year to take up the scare factor and ensure guests have a howling good time. No one does Halloween like Six Flags."

According to the National Retail Federation, consumers will spend $6.9 billion on Halloween this year, more than double the Halloween spending of a decade ago. Research indicates social media has helped increase Halloween's appeal.

Earlier this month, Six Flags took its cast of zombies to the streets – including downtown San Francisco, the Jersey Shore, Centennial Olympic Park in Atlanta and Busch Stadium in St. Louis to throw out the first pitch at a Cardinals game. Onlookers and passersby were encouraged to get into the Halloween spirit by taking and posting selfies using #IAmFrightFest.

Six Flags employs 200 makeup artists to transform some 3,000 entertainers into scare-actors. These expert artists utilize gallons of fake blood, liquid latex, mud masks and makeup to create an army of zombies, vampires, demons, clowns and other creepy creatures who inhabitant the blood-curdling scare zones, monster-filled mazes and live freak shows for the most bewitching time of the year at Six Flags Fright Fest!

Fright Fest continues through Sunday, November 1, 2015 and at Six Flags Mexico, Festival del Terror has been extended through November 8. For more information on operating hours and dates, visit www.sixflags.com.

For high resolution photos, visit:

https://sixflags.box.com/s/rdhtxmipikki1m9d2bvh7xbmyj4i096v

Season Passes provide admission to any Six Flags theme park, with special offers and free tickets for friends.

2016 Season Passes provide unlimited visits any operating day for the rest of 2015, including park admission to Fright Fest®, Holiday in the Park® plus unlimited admission for all of 2016. Season Passes can be purchased online for a low monthly payment through the monthly membership pass program. For a limited time, with the purchase of four or more passes, guests will receive one free Season Parking Pass.

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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