Six Flags and Samsung Partner to Launch First Virtual Reality Roller Coasters in North America

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Samsung is “Official Technology Partner” at Six Flags Theme Parks Nationwide

GRAND PRAIRIE, Texas & NEW YORK--(BUSINESS WIRE)-- Six Flags Entertainment Corporation (NYSE:SIX), and Samsung Electronics America, Inc., today announced a broad marketing partnership which appoints Samsung as the “Official Technology Partner” of the world’s largest regional theme park company. The partnership includes the debut of ground-breaking experiences coming to nine Six Flags parks - North America’s first **Virtual Reality (VR) Roller Coasters, using Samsung Gear VR powered by Oculus**.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20160303005730/en/

Six Flags Entertainment and Samsung Electronics announce the debut of North America's first Virtual Reality Roller Coasters (Photo: Business Wire)

In partnership with Samsung, Six Flags is taking its signature brand of thrills to the next level and beyond in fully immersive, virtual riding experiences using Samsung Gear VR. Some of Six Flags’ most popular coasters will be equipped to allow riders wearing Samsung Gear VR headsets to feel the heart-pumping adrenaline of steep drops, inverted loops and powerful twists and turns as gyros, accelerometers and proximity sensors synchronize all of the action in an incredibly realistic 360-degree virtual reality world.

“This remarkable technology is a definite game-changer for theme park rides and represents everything our brand stands for - delivering the most thrilling and innovative rides and attractions in the world,” said John Duffey, Six Flags President and CEO. “With the addition of these virtual reality coasters, Six Flags will be introducing more than double the number of new coasters and rides than we did in 2015, and more than any year in the last decade. Innovation is part of our DNA, and news in every park every year is driving higher guest satisfaction and building strong momentum for our company."

“What makes this partnership so compelling for consumers and the broader tech industry alike is that both companies are committed to pushing the boundaries of what’s possible - and bringing a VR coaster to life is certainly a new and thrilling proposition,” said Marc Mathieu, chief marketing officer at Samsung Electronics America. “Now, people can be immersed into a totally new universe while riding a roller coaster, powered by Samsung Gear VR virtual reality devices. This transforms the modern roller coaster into a totally new, one of a kind sensorial experience - powered by technology. We are excited to work with the premiere brand in theme parks to bring Samsung’s VR technology to nine Six Flags locations across the U.S.”

Samsung Gear VR – designed to accelerate virtual reality into the mainstream – provides an untethered, fully-immersive experience with 360-degree content for an extremely high quality mobile VR experience. Built to work with Samsung’s Galaxy S7, Galaxy S7 edge, Galaxy S6, S6 edge, S6 edge+ and Note5, the Gear VR headset utilizes each device’s super AMOLED display to provide the color, clarity and performance needed for an amazing virtual reality experience.

About the VR Roller Coaster Experiences

Six Flags and Samsung will launch the new VR Roller Coasters beginning this month and into the summer, totaling nine coasters across the U.S. On the six **New Revolution Virtual Reality Coasters,** riders are transported to a futuristic battle to save planet Earth from an alien invasion. Riders are the co-pilots in their own fighter jets as they strap in for air-to-air combat. Taking in the view around them, riders will see other aircraft in an underground secret bunker. As the aircraft moves to a landing pad, it begins to launch its thruster engines, lifting the craft straight up through the roof. During the ascent, riders can test fire their weapons using the world's first-ever interactive gameplay technology on a roller coaster. As riders clear the roof, they realize they are on top of a skyscraper and about to launch off the edge of the building diving straight down on the first drop of the ride. The aircraft races through the city until reaching the edge of the skyline where riders see the mother ship hovering above. The mother ship is heavily protected by drones and the mission is to get past the drones, fire on the mother ship and destroy it. This elite fighter squadron experience will make its debut on the following six roller coasters:

- **Shock Wave** at Six Flags Over Texas in Arlington, opening March 10 to Season Pass Holders as a special sneak preview;
- **Dare Devil Dive** at Six Flags Over Georgia outside of Atlanta, opening March 12 to Season Pass Holders as a special sneak preview;
- **The New Revolution** at Six Flags Magic Mountain near Los Angeles, opening March 26 to Season Pass Holders as a special sneak preview;
- **Ninja** at Six Flags St. Louis in Eureka;
- **Steamin' Demon** at The Great Escape in Lake George, New York and
- **Goliath** at La Ronde in Montreal.

On Six Flags' three new **SUPERMAN Virtual Reality Coasters**, once riders take their seats and fasten the headsets, they will be fully immersed in the 360-degree comic-book world of Metropolis. Guests will be taken on a leisurely (or so they think) tour of the city of Metropolis, courtesy of Lex Corp Sky Tours. Just after departing the station riders encounter Lex Luthor who uses an anti-gravity gun along with his army of LexBots to create chaos throughout the city with cars, taxis and buses floating in mid-air around the rider's vehicle. As the LexBots continue shooting at the vehicle, SUPERMAN uses heat vision to destroy the anti-gravity gun, causing all objects to suddenly fall, including the train as it takes the first giant drop of the roller coaster. Riders then soar alongside SUPERMAN as he battles the evil LexBots through hairpin twists and turns, loops, dips and dives before ultimately defeating Lex and the LexBots, and returning safely back into the station. This amazing adventure will debut on these Superman-branded coasters:

- **SUPERMAN Krypton Coaster** at Six Flags Fiesta Texas in San Antonio;
- **SUPERMAN The Ride** at Six Flags New England in Agawam, Massachusetts; and
- **SUPERMAN Ride of Steel** at Six Flags America in Upper Marlboro, Maryland.

For more information, visit www.sixflags.com/virtualrealitycoasters and www.samsung.com/gearvr.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with $1.3 billion in revenue and 18 parks across the United States, Mexico and Canada. For 55 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 Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S. and one of America's fastest growing home appliance brands. To discover more of the award-winning products you love with Samsung, please visit www.samsung.com and for the latest Samsung news, please visit news.samsung.com/us and follow on Twitter @SamsungNewsUS.

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About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is one of the largest English-language publishers of comics in the world.

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