Six Flags Announces Partnership with Allegra® Allergy

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Welcomes Spring During Opening Weekend

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, today announced a new partnership with Allegra Allergy, the presenting sponsor of Opening Weekend at participating Six Flags parks across the country.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20160307005408/en/

As the official event sponsor, Allegra will be integrated into each participating park's promotion of opening events this spring and featured in-park as Six Flags welcomes guests for the 2016 season. The partnership builds upon last year's successful program, and will extend throughout the year with a brand media campaign, as well as Allegra product sales at select retail locations throughout the parks.

"This is a perfect fit," said Adam Oliveri, vice president of corporate alliances for Six Flags. "There is a natural synergy with our shared seasonality and celebration of the spring season, and we are thrilled to partner with Allegra on such an exciting and endemic program."

"Allegra Allergy is proud to be the official Six Flags Opening Weekend sponsor," states Jennifer Cooper, Senior Brand Manager of Allegra Allergy. "No one wants to miss out on springtime fun. Keeping allergy sufferers focused on having fun, and not on their allergies, is our passion. Allegra Allergy starts working in one hour and last for 24 hours so Six Flags guests don't have to sacrifice fun this spring!"

The season-long program includes Allegra brand and promotional messaging across Six Flags' award-winning Media Networks featuring digital advertising on Six Flags TV, in-park signage, and event activations, as well as social and online channels.

2016 Opening Weekends for Participating Parks:	
Six Flags Fiesta Texas	February 27 and 28
Six Flags Over Texas	March 5 and 6
Six Flags Over Georgia	March 12 and 13
Six Flags Great Adventure	March 25 through 27
Six Flags St. Louis	March 25 through 27
Six Flags America	March 25 through 27
Six Flags New England	April 9 and 10
Six Flags Great America	April 23 and 24
The Great Escape	May 21 and 22

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 Allegra® Allergy

Brought to you by Chattem, Inc., the US Consumer Healthcare Division of Sanofi US, Allegra® Allergy provides powerful, non-drowsy relief of your toughest allergy symptoms including sneezing, runny nose, itchy, watery eyes and itchy nose or throat.

About Chattem

Chattem, Inc., the US consumer healthcare division of Sanofi, is one of the leading manufacturers and marketers of branded consumer healthcare products in the United States. With more than 30 well-known brands, including ACT® Fluoride Mouth Rinse, Allegra® Allergy, Cortizone-10®, Gold Bond®, Icy Hot®, Nasacort® Allergy 24Hr and Rolaids®, Chattem's products are medicine cabinet staples in millions of homes. For more information, please visit www.chattem.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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