Six Flags and Gildan Kickstart the Summer with New Partnership and National Sweepstakes Promotion with Summerfest

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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 Gildan USA Inc., centered around a national promotion with Summerfest, "The World's Largest Music Festival," in Milwaukee, WI.

The program will launch April 16 with a national sweepstakes for a chance to win a fly-away trip for two to Summerfest® and to Six Flags Great America in Gurnee, IL. The winners will receive travel and accommodations, tickets to the theme park and admission for two days at Summerfest, including tickets for two headlining shows in the Marcus Amphitheater. As the official sweepstakes sponsor, Gildan® will be integrated into Six Flags and Summerfest's promotional materials in parks, at the festival, online and on social media channels.

"We are thrilled to partner with Gildan and Summerfest for this unique promotion," said Stephanie Borges, vice president of strategic marketing and partnerships for Six Flags. "Music and entertainment are an integral part of the Six Flags experience, and this is the perfect opportunity to offer guests an exciting promotion with a high quality family brand."

"We are excited to have the Gildan brand partner with Six Flags Entertainment," said Rob Packard, vice president of marketing for Gildan USA. "Working with Six Flags, a family-oriented company, will help us spread our "Every Thread Counts," quality apparel for the whole family message to the public. As the presenting sponsor of the 2016 Blake Shelton Concert Tour, partnering with Summerfest was a natural extension for Gildan to pursue."

"As a world-class entertainment destination, we look forward to hosting the sweepstakes winners at Summerfest to enjoy The World's Largest Music Festival," said Sarah Smith Pancheri, vice president of sales and marketing for Milwaukee World Festival, Inc.

The partnership will extend throughout the summer with a media campaign in parks to enhance the Gildan brand consumer awareness and contribute to its growth and strong momentum in the North American retail channel. The program includes brand and promotional messaging across Six Flags' award-winning Media Networks featuring digital advertising on Six Flags TV, in-park signage, and online channels, and in market with select shopper marketing promotions in select markets. For additional information on the sweepstakes visit www.sixflags.com/summerfest.

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 Gildan

Gildan is a leading supplier of quality branded basic family apparel, including T-shirts, fleece, sport shirts, underwear, socks, hosiery, and shapewear. The Company sells its products under a diversified portfolio of company-owned brands, including the Gildan®, Gold Toe®, Anvil® and Comfort Colors® brands and brand extensions, as well as the Secret®, Silks® and Therapy Plus™ brands. The Company also has the U.S. sock license for Under Armour®, and licenses for the Mossy Oak® and New Balance® brands. The Company distributes its products in printwear markets in the U.S. and Canada, as well as in Europe, Asia-Pacific and Latin America.

Gildan owns and operates vertically-integrated, large-scale manufacturing facilities which are primarily located in Central America and the Caribbean Basin to efficiently service the quick replenishment needs of its customers in the printwear and retail markets. Gildan has over 43,000 employees worldwide and is committed to industry-leading labour and environmental practices in all of its facilities. More information about Gildan's corporate citizenship practices and initiatives can be found at www.genuinegildan.com.

About Summerfest

Summerfest 2016 will take place June 29 – July 3 and July 5 – July 10 from noon until midnight and will be closed Monday, July 4. Following its 1968 debut, Summerfest has evolved into what is now recognized as "The World's Largest Music Festival" and Milwaukee's cornerstone summer celebration, bringing the music industry's hottest stars, emerging talent and local favorites along with approximately 900,000 people from Milwaukee and around the world together each year for an unforgettable live music experience. During the festival, the spotlight shines on over 800 acts, over 1,000 performances, 11 stages, delectable food and beverages and interactive activities, all in a world-class festival setting. For more details,
visit Summerfest.com, Facebook.com/summerfest or Twitter: @Summerfest.

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