Hallmark Channel's 'Countdown to Christmas' Spreads Holiday Cheer at Six Flags Theme Parks Through National Marketing Partnership

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New VR Roller Coaster Experience to Operate on "The New Revolution" Ride for Annual Holiday in the Park® Extravaganza

NEW YORK--(BUSINESS WIRE)-- Hallmark Channel, the Heart of TV, has joined Six Flags Entertainment Corporation (NYSE:SIX), the world's largest regional theme park company, in a national partnership for the holiday season, the company announced today. Hallmark Channel's annual top-rated "Countdown to Christmas" programming franchise will be promoted throughout eight domestic theme parks and on Six Flags' online channels, with original promotional content, custom signage and behind-the-scenes video to play in each park. The network will promote Six Flags' annual Holiday in the Park® online and on-air, with a special segment and Six Flags integration to be included on Hallmark Channel's daily, two-hour lifestyle show "Home & Family."

Hallmark Channel also partnered with Six Flags to create an innovative, new Virtual Reality (VR) roller coaster experience entitled "Santa's Wild Sleigh Ride." The experience will debut at Six Flags Magic Mountain during Holiday in the Park, the company's annual holiday extravaganza which opens November 19 and operates daily through November 27, on weekends only through December 11 and daily from December 17 through January 1, 2017.

Guests can experience "Santa's Wild Sleigh Ride" on The New Revolution, North America's first fully-integrated roller coaster from Samsung Gear VR. Hallmark Channel's consumer marketing team partnered with Six Flags on the storyline of the ride, which follows a mischievous Elf trying to foil Santa's mission to deliver toys on Christmas Eve. The traditional roller coaster experience is transformed into an immersive sleigh ride as riders, donning Samsung Gear VR powered by Oculus, are engaged in interactive gaming throughout the entire ride by launching snowballs at flying targets. The high-definition imagery and storytelling syncs perfectly with track configuration to create a unique holiday-themed thrill ride.

Hallmark Channel is the leading destination for original holiday programming with its signature eight-week "Countdown to Christmas" event which premiered on October 29 and features 24/7 seasonal fare including 19 new original movies.

ABOUT HALLMARK CHANNEL

Hallmark Channel is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 90 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl"and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family."Additionally, Hallmark Channel is the exclusive home to world premiere

presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls," "The Middle," "Last Man Standing," and "Frasier."

Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: Facebook, Twitter, Pinterest, YouTube

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.

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