Thrills and Chills at Six Flags Theme Parks

February 13, 2017

Seven-Year Food Service and Marketing Agreement with ICEE Announced

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, today announced a multi-year food services and sponsorship marketing partnership with The ICEE Company, a premier frozen beverage provider.

Six Flags will expand its frozen beverage program in each of its theme parks, creating signature beverage destinations featuring ICEE's new Mix It Up stations as well as Limited Time Only seasonal drink flavors in the summer, Halloween and holiday time periods. Six Flags will also debut an All-Season Souvenir Drink Bottle with specialty priced refills for its Season Pass holders.

"We are very pleased to welcome ICEE to our growing list of exceptional food service brands throughout Six Flags," said David McKillips, Senior Vice President of In-Park Services at Six Flags. "We believe that ICEE's strong brand name and creative flavor profiles will make a great treat for our guests and help drive the frozen beverage business for our parks."

In-park, ICEE will receive exposure throughout the Six Flags Media Networks, including commercials on Six Flags TV and digital networks, in-park signage along with presence on park maps, the Six Flags app and online. In-market, Six Flags will partner with ICEE to help celebrate its 50th anniversary with consumer promotions including sweepstakes on ICEE's website and social media pages.

"The ICEE Company is proud to be the exclusive frozen beverage partner for Six Flags theme parks," stated Dan Fachner, President, The ICEE Company. "Our products, ICEE, SLUSH PUPPiE and Parrot-Ice are synonymous with theme parks all over the globe, and we know the innovative frozen beverage program will be a great success for Six Flags, The ICEE Company and park guests."

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 56 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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About The ICEE Company

The ICEE Company, headquartered in Ontario, CA and owned by J&J Snack Foods Corp. (NASDAQ:JJSF), markets and distributes frozen beverages to the majority of the continental Unites States as well as select locations internationally. The ICEE Company demonstrates a commitment to provide the customer with a delicious, high quality frozen beverage at a great value. For more information, visit www.icee.com

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