Six Flags Theme Parks Announces Partnership with Nathan's Famous

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World-Famous Brand Becomes "Official Hot Dog of Six Flags"

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, today announced a new multi-year marketing partnership and food service program with Nathan's Famous, Inc. The new agreement makes Nathan's Famous the "Official Hot Dog of Six Flags" across the United States.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170403005497/en/

Six Flags will serve Nathan's Famous frankfurters exclusively at food locations in 15 of the U.S. theme and water parks in 2017, adding the Chicago market in 2018. The partnership will be supported across Six Flags media networks, featuring Nielsen-measured Six Flags TV, in-park activations, integrations into the Six Flags mobile app, and through in-park signage. In market, Six Flags will partner with Nathan's to highlight Nathan's summer rewards, including sweepstakes hosted on the Nathan's website and the brand's social media pages.

"We are thrilled to welcome Nathan's to our premier portfolio of national partners," said Stephanie Borges, Six Flags vice president of North American strategic marketing and partnerships. "This partnership highlights our ability to deliver integrated platforms using our Six Flags Media Networks and experiential teams to drive sales at retail, while offering quality products to our guests."

In support of the official partnership, Six Flags and Nathan's Famous will also be incorporating an array of consumer-facing special offers, including ticket and shopper marketing programs throughout the span of the agreement.

"Aligning with a popular family friendly brand like Six Flags is a natural fit for us," said Leigh Platte, Nathan's Famous vice president of sales. "Nathan's celebrates family and fun. We are proud that Six Flags guests will now be able to enjoy our premium hot dogs, and that the brand will enhance the overall entertainment experience. We couldn't be more excited to be the official hot dog of these great parks."

Smithfield Foods is the licensee of Nathan's Famous pre-packaged hot dogs, selling a wide variety of beef franks at thousands of supermarkets across the country including natural casing, skinless, bun-length, 50 percent reduced fat, angus, and more.

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.

About Nathan's Famous

Nathan's currently distributes its products in 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, the Cayman Islands and nine foreign countries through its restaurant system, foodservice sales programs and product licensing activities. Nathan's was ranked #55 on the Forbes list of the Best Small Companies in America and was listed as the Best Small Company in New York State in October 2013. Last year, over 500 million Nathan's Famous hot dogs were sold. For additional information about Nathan's please visit our website at www.nathansfamous.com.

About Smithfield Foods

Smithfield Foods is a $14 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan's Famous®, Farmland®, Armour®, John Morrell®, Cook's®, Kretschmar®, Gwaltney®, Curly's®, Margherita®, Carando®, Healthy Ones®, Krakus®, Morliny®, and Berlinki®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit www.smithfieldfoods.com.

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