Six Flags and Just Born Team Up to Host the MIKE AND IKE® Game Zone 3 Point Challenge

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GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Just Born Quality Confections, the makers of iconic candy brands, MIKE AND IKE® and HOT TAMALES®, today announced a new basketball themed promotion at participating parks across the country.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170501005034/en/

Beginning today through June 30, the highly popular *3 Point Challenge* game inside Six Flags parks will be branded the MIKE AND IKE® Game Zone, showcasing the new limited edition MIKE AND IKE® and HOT TAMALES® packaging from its recent partnership with NBA2K17. Guests who purchase two theater boxes of MIKE AND IKE® or HOT TAMALES® candy at participating locations inside the park during the promotional window will receive a special offer for $5 off the *3 Point Challenge* game.

On June 3 and 4 only, Six Flags will host a *3 Point Challenge* contest, where guests who play the game will have a chance to win a copy of the NBA2K17 video game. To sweeten the deal, guests who purchase two theater boxes of MIKE AND IKE® or HOT TAMALES® candy at participating locations that weekend will receive one complimentary game play. All participants are eligible to win and game prizes are available while supplies last. Additional details are available at www.sixflags.com/gamezone.

“This program is a slam dunk for all teams involved,” said Stephanie Borges, Six Flags vice president of North American strategic marketing and partnerships. “The integration with our popular 3 Point Challenge midway game is the perfect platform to highlight the special edition MIKE AND IKE® flavors and leverage the excitement of the NBA finals. Our family-friendly theme parks are a great venue for Just Born to reach its core audience and their products allow us to continue to provide our guests with the highest quality of brands and exciting special events.”

“Being part of the *3 Point Challenge* in-park is such a great way to enhance our partnership with Six Flags and NBA2K17,” said Deb Turoczy, Just Born Quality Confections senior manager, consumer engagement. “It also allows us to deliver a sweet experience to our fans in a unique way, and we can’t wait to see how our fans will show off their #sweetgameface both on and off the court.”

The MIKE AND IKE® Game Zone program will be promoted via the award-winning Six Flags Out-of-Home and Digital Networks and sixflags.com and throughout multiple in-market touch points including traditional and social media. Just Born will also promote the event via their online and social channels.

The promotion is part of a strategic partnership with Six Flags and Just Born Quality Confections, highlighting its iconic candy brands PEEPS®, MIKE AND IKE® and HOT TAMALES®. The integrated program includes in-park retail and brand messaging across the Six Flags Media Networks with out-of-home signage, digital advertising and banner placement on sixflags.com throughout the season. In addition, MIKE AND IKE® will return in 2017 as presenting sponsor of the Six Flags Summer Concert Series, featuring up and coming pop music acts at select Six Flags theme parks.

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 19 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 Just Born Quality Confections

Just Born Quality Confections is a third-generation family-owned company that has grown into the 9th largest candy company in the U.S. Just Born is the maker of some of America's most beloved and iconic brands – PEEPS®, MIKE AND IKE®, HOT TAMALES® and GOLDENBERG'S® PEANUT CHEWS®. In 1923, the founder, Sam Born, opened a small candy-making and retail store in Brooklyn, New York, where he marketed the freshness of his daily-made candy with a sign that declared, "Just Born." Together with Born's brothers-in-law, Irv and Jack Shaffer, the company thrived in spite of the economic depression of the 1930s and, in 1932, moved its operations to Bethlehem, PA, which is still home to their iconic candy brands. All Just Born candies are proudly made in the U.S.A. For more information, please visit www.justborn.com and see the breadth of candy and high-quality branded items at www.peepsandcompany.com. Follow us: facebook.com/JustBornInc, twitter.com/JustBornInc.

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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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