Six Flags Launches Preeminent New Loyalty Program

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Members Now Earn Free Food, Souvenirs, and Special Perks on Every Visit

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags EntertainmentCorporation (NYSE:SIX), the world's largest regional theme park company and the largest operator of waterparks in North America, today announced an exclusive new "Members Only" rewards program for its most loyal guests. *Six Flags Membership Rewards* allows Members to earn points towards free food, souvenirs, park tickets, and one-of-a-kind in-park experiences each time they visit the park, go on rides, see a show, or make a purchase. Members can also earn additional bonus points for participating in contests, taking surveys and reading Six Flags newsletters.

"We created the most value-packed Membership rewards program in the industry — bar none. We surveyed thousands of our Members who told us they wanted more unique benefits," said Vice President, Insights and Interactive Marketing, Mark Kupferman. "We are thrilled to offer this exclusive new rewards program for our Gold Plus, Platinum, Diamond, and Diamond Elite Members."

Members can redeem their points for a wide array of exclusive Six Flagsrewards including VIP tours and VIP parking, private character meet and greets and dining experiences, cabana rentals, Fright Fest® haunted maze passes, and exclusive Member merchandise. *Six Flags Membership Rewards* also includes free game and food vouchers, free ride and character photos and free tickets for friends.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company and the largest operator of waterparks in North America, with $1.4 billion in revenue and 25 parks across the United States, Mexico and Canada. For 57 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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Six Flags Entertainment Corporation
Media Contact:
Sandra Daniels, 972-595-5178
sdaniels@sftp.com
or
Investor Relations Contact:
Stephen Purtell, 972-595-5180
spurtell@sftp.com

Source: Six Flags Entertainment Corporation

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