Six Flags and The Kraft Heinz Company Announce Multi-Year Marketing Partnership

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Six Flags to Serve Kraft Heinz Products and Deliver Multifaceted Media and Experiential Programs for the New Official Ketchup and Official Sliced Cheese of Six Flags

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags EntertainmentCorporation (NYSE:SIX), the world's largest regional theme park company and largest operator of waterparks in North America, is proud to announce a multi-year partnership with The Kraft Heinz Company. Six Flags parks will serve guests high quality, great tasting products from the Kraft Heinz portfolio like HEINZ Ketchup, KRAFT Singles American Cheese Slices, KRAFT Dressings and more. The partnership will also be supported through an integrated marketing campaign utilizing Six Flags' award-winning media network, custom consumer promotions and interactive experiential activations.

"Six Flags and Kraft Heinz are two iconic brands dedicated to bringing families together to create memorable experiences centered on food and fun," said Six Flags Vice President of North America Strategic Marketing Partnerships Stephanie Borges. "We will utilize our multi-touchpoint marketing capabilities; both in-park and in-market, to showcase why Kraft Heinz products are America's favorite."

Kraft Heinz brands will be the presenting sponsors of a number of special events at Six Flags parks throughout the span of the partnership. These special events will elevate the guest experience through unique activations, surprise and delights, product sampling, and exclusive ride time on the company's unparalleled lineup of world-class attractions. Guests will also have the opportunity to taste Kraft Heinz brands that will be featured in signature, limited-time only food items offered at select park dining locations.

"We are very excited to partner with Six Flags and to allow those who visit Six Flags locations to enjoy some of our recognizable products, such as HEINZ Ketchup and KRAFT Singles," said Daniel Haskell, Vice President of Kraft Heinz US Foodservice.

For more information on Six Flags Corporate Partnership opportunities, visit https://6fla.gs/khpr.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with $1.5 billion in revenue and 26 parks across the United States, Mexico and Canada. For 59 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 Kraft Heinz Company

For 150 years, we have produced some of the world's most beloved products at The Kraft Heinz Company (NASDAQ: KHC). Our Vision is To Be the Best Food Company, Growing a Better World. We are one of the largest global food and beverage companies, with 2018 net sales of approximately $26 billion. Our portfolio is a

diverse mix of iconic and emerging brands. As the guardians of these brands and the creators of innovative new products, we are dedicated to the sustainable health of our people and our planet. To learn more, visit https://www.kraftheinzcompany.com/, or follow us on LinkedIn and Twitter.

To learn more about Kraft Heinz foodservice visit, https://www.kraftheinz-foodservice.com/.

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Media Contact:

Sandra Daniels

972.595.5178

sdaniels@sftp.com

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