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FAMOUS FAMIGLIA NAMED OFFICIAL PIZZA OF SIXS FLAGS

NEW YORK, NY – February 25, 2011 – New York-based pizza brand, Famous Famiglia, announced today an exclusive long-term agreement with Six Flags Entertainment, the world's largest regional theme park company. The multi-faceted deal will span 16 US based theme parks, encompassing over 40 food locations with a robust in-park marketing platform slated to begin March 2011. Famous Famiglia is the leader in venue and stadium fresh serve pizzerias with over 130 locations worldwide.

As "The Official Pizza of Six Flags", Famous Famiglia will be a part of a robust marketing program through a variety of in-park Six Flags Media Networks channels including commercials on Six Flags Television and a variety of the park's digital out-of-home assets. In addition, select parks will introduce a number of co-branded events including Famous Famiglia dough tossing and pizza eating contests. As part of Six Flags' new online retail promotion, guests will be able to pre-order Famous Famiglia meals prior to visiting the park.

"We are very excited about the introduction of the Famous Famiglia brand into the Six Flags markets", shares Paul Kolaj, company co-founder, President & CEO. "Six Flags is a globally recognized and respected leader in the Theme Park industry, and we are honored to have been selected as their pizza partner".

"We are continually evolving our partnerships to provide our guests with the highest quality of brands while utilizing our innovative in-park media networks to support our partners marketing objectives," said David McKillips, senior vice president of Corporate Alliances for Six Flags Media Networks.

About Famous Famiglia

Famous Famiglia is a successful pizza company which was founded in 1986 in New York City. Today, the company operates in a variety of venues including airports, motorways, universities, shopping centers, casinos, military bases, theatres, theme parks, and streetscape locations across urban markets. The company has operations in the U.S., as well as Mexico and China. Famous Famiglia is "The Official Pizza of The New York Yankees" and "The Official Pizza of Madison Square Garden". Further, two New York City Famous Famiglia locations were used in filming the premiere episode of the upcoming 'The Celebrity Apprentice' show to air on March 6th on NBC.

About Six Flags

Six Flags Entertainment is a publicly-traded corporation headquartered in New York City and is the world's largest regional theme park company with 19 parks across the United States, Mexico and Canada. Six Flags Media Networks provides the advertising community with comprehensive, multi-platform media opportunities via its media touch points that go far and beyond that of traditional advertising. For

its local, regional and national advertising partners it offers: Six Flags Television Network, Six Flags Radio, Six Flags Print, Six Flags Outdoor, Six Flags Outdoor Spectacular, Six Flags Attraction Integration, Six Flags Experiential Marketing and Six Flags Online. Six Flags Television Network is part of Six Flags Media Networks' recently-launched digital out-of-home division which combines a collection of digital assets to deliver nearly 100 million annual impressions, with approximately 20 million per month during peak season. Six Flags Media Networks is a division of Six Flags Entertainment Corporation.

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