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**SIX FLAGS AND COLD STONE CREAMERY ANNOUNCE STRATEGIC  
MARKETING ALLIANCE**

*Six Flags Will Open Park Cold Stone Creamery Locations and Companies Will  
Collaborate on Marketing Initiatives*

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NEW YORK – Dec. 12, 2006 – Cold Stone Creamery® and Six Flags (NYSE: SIX) today announced a multi-year strategic relationship under which Cold Stone Creamery will become a Six Flags Corporate Alliance Partner, Six Flags will open and operate Cold Stone Creamery locations in its branded parks, and the companies will collaborate on innovative marketing and promotional initiatives both in-park and at participating Cold Stone Creamery locations around the country, including a special Cold Stone Creamery ice cream Creation™ named for Six Flags.

This new agreement will enable Six Flags to offer its guests Cold Stone Creamery's super-premium ice cream made fresh daily at each location. During the first year of their collaboration, Six Flags will open eight Cold Stone Creamery locations in its parks, including one location offering the full Cold Stone experience – ice cream blended with a variety of mix-ins on a frozen granite stone. Cold Stone Creamery has been serving ice cream made from the highest quality ingredients since 1988, and has nearly 1,400 locations in the U.S., Puerto Rico, Guam, Japan and Korea.

Six Flags and Cold Stone Creamery will also implement a number of co-marketing offers aimed at driving in-store and in-park sales, including the distribution of promotional offers in both Six Flags parks and Cold Stone stores nationwide. The alliance will include customer outreach via both companies' online and direct mail programs, as well as the development and branding of the new Six Flags ice cream Creation™.

“An alliance with Cold Stone Creamery will serve to both diversify our food service offerings and drive in-park per capita spending,” said Mark Shapiro, Six Flags President and CEO. “Introducing our guests to yet another world-class brand that we are making available inside our park gates will reinforce overall guest satisfaction as it enhances the perception of Six Flags as a one-stop destination for family fun.”

“Six Flags is the world’s largest and most diverse regional theme park company and they share our passion for making people happy, so it was a natural fit for Cold Stone Creamery,” said Jim Flaum, President and COO, Cold Stone Creamery. “Each year, millions of visitors walk through Six Flags’ gates and we’re thrilled to share the ultimate ice cream experience with them.”

About Cold Stone Creamery:

Cold Stone Creamery delivers the *Ultimate Ice Cream Experience*<sup>®</sup> through a community of franchisees who are passionate about ice cream. The secret recipe for smooth and creamy ice cream is handcrafted fresh daily in each store and then customized by adding a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is an independently owned franchise system with nearly 1,400 stores in the U.S., Puerto Rico, Guam, Japan and Korea. For more information about Cold Stone Creamery, visit the company’s Web site at [www.coldstonecreamery.com](http://www.coldstonecreamery.com).

About Six Flags Inc:

Six Flags, Inc. is the world's largest regional theme park company. Founded in 1961, Six Flags is celebrating its 45th Anniversary in 2006. Six Flags Inc. is a publicly-traded corporation (NYSE: SIX) headquartered in New York City.

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