



HIT entertainment

For Immediate Release

THE NEXT STOP ON THIS TRAIN IS SIX FLAGS, AS PARKS WELCOME *THOMAS & FRIENDS*[™] TO TWO LOCATIONS IN 2007

**This Season, Six Flags Discovery Kingdom and Six Flags New England Will Unveil *Thomas Town*SM,
Where Families Will Find Rides and Attractions Featuring Thomas the Tank Engine[™]
and Other Island of Sodor Friends**

New York, NY, February 28, 2007 - Six Flags [NYSE: SIX] announced today that newly created *Thomas & Friends*-themed areas will open this season at Six Flags Discovery Kingdom in San Francisco, California and Six Flags New England near Springfield, Massachusetts.

These exciting play areas, called *Thomas Town*SM, are designed to entertain children of all ages, and are centered around a train ride on a Thomas the Tank Engine replica that brings guests on a journey through Thomas' mythical home on the Island of Sodor. In addition, the areas will include a Harold the Helicopter ride and a Bertie the Bus ride. Sir Topham Hatt, Controller of the Railway, will also be on hand in each park to pose for photos and greet visitors. *Thomas & Friends* stores within each play area will feature an assortment of merchandise, including the popular *Thomas & Friends* die cast trains; adult and children's apparel; storybooks; and other specialty items.

"*Thomas Town* is part of the exciting season we have planned for 2007, when we continue our mission of making the Six Flags brand synonymous with an entertainment experience that delivers for the entire family," said Mark Shapiro, Six Flags President and CEO. "Parents and children alike will revel in the chance to spend time in *Thomas Town*, and find everything from rides to favorite characters to photos and merchandise, a unique opportunity that's only available at Six Flags."

Marc Schneider, Senior Vice President & General Manager for HIT Entertainment who spearheaded the agreement commented, "Six Flags theme parks have been providing families with quality entertainment for more than 40 years and we're excited to work with them to debut all-new *Thomas Town* play areas at their parks. This beloved character has engaged and inspired preschoolers' imaginations for more than six decades and will certainly offer a rich, exciting world for children and their parents to enjoy, as families look for more ways to spend quality time together."

These new *Thomas Town* play areas are scheduled to open in early summer. For more information on operating dates and special sneak previews for season passholders, visit sixflags.com.

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Editor's Note: Media releases and photos are available on the web at www.sixflagsink.com



About Six Flags, Inc.

Six Flags, Inc., founded in 1961, is the world's largest regional theme park company. Six Flags, Inc. is a publicly-traded corporation (NYSE: SIX) headquartered in New York City.

About Thomas & Friends

Thomas & Friends invites children to enter a world of imagination through the tracks of a train and the words of a story. *Thomas the Tank Engine* was created by a father for his son more than 60 years ago. Today, families in more than 145 countries enjoy fun and adventure with their engine friends while experiencing timeless life lessons of discovery, friendship and cooperation.

Thomas & Friends is making tracks to great destinations on PBS KIDS® and PBS KIDS SproutSM. For more information about the world of *Thomas the Tank Engine* and his friends, please visit www.thomasandfriends.com.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners since June 2005, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's™ portfolio includes internationally renowned children's properties, such as *Bob the Builder*™, *Barney*™, *Thomas & Friends*, *Pingu*™, *Rubbidubbers*™ and *Angelina Ballerina*™. HIT acts as a representative for *The Wiggles*® in the UK, US and Canada and as worldwide representative for The Jim Henson Company's library of classic family brands, including *Fraggle Rock*™. HIT also owns the Guinness World Records™ publishing and television property and *Fireman Sam*™, a joint venture with S4C. Launched in 1989, HIT's lines of business span television and video production (including studios in the US and the UK), publishing, consumer products licensing and live events. With a catalog of more than 1,000 hours of young children's programming, HIT sells its shows to more than 240 countries worldwide, in more than 40 different languages and has operations in the UK, US, Canada, Hong Kong and Japan. In 2005, the Company joined Comcast Corporation, PBS and Sesame Workshop to launch PBS KIDS SproutSM, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit www.hitentertainment.com.

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