

## **With a Box of Wholly Guacamole, Six Flags Guests Pay Kid's Price**

*-Promotion available on 7oz AND 14 oz Wholly Guacamole and redeemable July 1- August 15 at Six Flags Theme Parks--*

*FORT WORTH, TX (June 30, 2010)* This summer, eating healthy foods like all-natural guacamole can also help families save money.

From July 1- August 15 guests can visit Six Flags theme parks for the price of a kid's admission with a box of all-natural Wholly Guacamole<sup>®</sup>. The "Be a Kid Again... and Pay Like One" promotion will be featured on the back of all Wholly Guacamole (Classic and Spicy) 7 oz and 14 oz boxes sold in grocery refrigerated fresh produce or fresh deli sections nationally.

The on-box promotion is a first for Nielsen-ranked, top-selling, Wholly Guacamole. The Wholly/Six Flags on-box offer will support each of the 12 domestic parks in California, Georgia, Illinois, Maryland, Massachusetts, Missouri, New Jersey, New York and Texas. To find Wholly Guacamole, a store locator tab on [www.eatwholly.com](http://www.eatwholly.com) helps consumers identify the closest area stores.

**HEALTHY, NEW and FREE ...AT THE PARK.** Eating healthier is important at the park too, so Six Flags has introduced preservative-free Wholly Guacamole to two menu items--the new WHOLLY Guacamole Burger and new WHOLLY Ultimate Nachos. Loaded with more than 20 vitamins and minerals, all-natural guacamole works great as a topper and dip. And adding guacamole adds a serving of fruit to your diet--so indulge your taste buds.

**FB PHOTO = FREE GUACAMOLE.** Take a photo while eating the new Wholly Guacamole Burger or Wholly Nachos and post to the Wholly Guacamole Face Book site for free Wholly products. This promotion runs all summer long, so show off that guacamole face and make your pocketbook smile!

Additionally, sampling carts featuring free Wholly Guacamole can be found at Six Flags parks on select days throughout the summer.

Pre-made, all-natural Wholly Guacamole is made like you would, if you had the supplies and time—with yummy, ripe avocados and no preservatives. Serve it straight from the box, or fool your friends by adding fresh chopped spices. Keep it in your fridge for 42 days—and more in the freezer for last-minute gatherings. Wholly Guacamole is a brand of Texas-based Fresherized Foods, a global leader in food safety, quality and flavor innovation. [\*\*Fresherizedfoods.com\*\*](http://Fresherizedfoods.com)

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation 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.

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