



## News Release

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### **"What Kind of Kids Eat Armour Hot Dogs?" Kids at Six Flags Theme Parks, as ConAgra Foods Named National Food Sponsor**

OMAHA, Neb.--(BUSINESS WIRE)--Jan. 24, 2005--

Popular ConAgra Foods Brands Such As Slim Jim(R), Swiss Miss(R), Reddi-Wip(R), Hunt's(R) and Orville Redenbacher's(R) To Add Flavor and Pop to Theme Park Rides and Family Theaters

ConAgra Foods Inc. (NYSE:CAG) and Six Flags Inc. (NYSE:PKS) announced today that the world's largest regional theme park company has selected one of North America's largest packaged-foods companies as a national food sponsor and the "Official Food of Playtime for Six Flags" for its 28 U.S. parks, beginning with the 2005 theme-park season.

Under the multi-year agreement, which represents the most comprehensive sponsorship with a food company in Six Flags' 44-year history, ConAgra Foods will expand its foodservice presence at the parks and have category exclusivity and promotional rights both in-park and out-of-park across a host of food categories. Additionally, the company will have naming rights on select major theme park rides at all U.S. parks, and the sponsorship naming rights of Six Flags' in-park family theaters.

"This partnership brings together the fun of the classic American theme park with the flavor of one of America's leading food companies," said Roger Berdusco, senior vice president, marketing, for ConAgra Foods Retail Products. "ConAgra Foods is committed to pursuing marketing opportunities outside of traditional advertising to reach consumers in impactful ways. Six Flags is an American institution and serves as a great example of such an opportunity, enabling us to engage families where they live and play."

"This marketing partnership benefits both of our companies as we share similar target demographics - families with children," said Hank Salemi, senior vice president of marketing, Six Flags. "It provides each of us with opportunities to create meaningful consumer and trade promotions that can grow our respective businesses. And for our visitors, they will enjoy the assurance of eating foods with the quality and name brands they trust for their families."

#### Extending Six Flags Family Fun into Grocery Aisles Across America

Under the new Six Flags sponsorship, consumers will find ConAgra Foods products featured on menus in all 28 U.S. parks, from brands such as Armour hot dogs and Hunt's ketchup, to Orville Redenbacher's popcorn and kids meals that include Hunt's Snack Pack puddings. Promotions and special offers from ConAgra Foods, currently under development, will reach consumers outside the park - from grocery stores to the dinner table - and will include local, regional and customer-specific programs in addition to national consumer-directed campaigns.

With tens of millions of visitors each year to Six Flags parks, ConAgra Foods sees significant sales potential in the partnership. "We expect that this sponsorship will deliver a strong return-on-investment in food sales and beyond," said Mike Hargrave, vice president, sponsorship, for ConAgra Foods. "For consumers, it can make going to the grocery store with kids as much fun as a day in the theme park - it could even lead to one, with the potential of ticket giveaways and other exciting promotional activities. We want to become America's favorite food company, and this partnership will bring ConAgra Foods brands to life at one of America's favorite places to play."

#### About ConAgra Foods

ConAgra Foods Inc. (NYSE:CAG) is one of North America's largest packaged-food companies, serving consumer grocery retailers, as well as restaurants and other foodservice establishments. Popular ConAgra Foods consumer brands include ACT II, Armour(R), Banquet, Blue Bonnet, Butterball, Chef Boyardee, Cook's, Eckrich, Gulden's, Healthy Choice, Hebrew National, Hunt's, Kid Cuisine, Knott's Berry Farm, La Choy, Louis Kemp, Marie Callender's, Orville Redenbacher's, Parkay, Reddi-wip, Slim Jim, PAM, Pemmican, Peter Pan, Snack Pack, Swiss Miss, Van Camp's, Wesson, and many others. For more information, please visit us at

[www.conagrafoods.com](http://www.conagrafoods.com).

## About Six Flags

Six Flags Inc. is the world's largest regional theme park company. Through its subsidiaries, it owns and operates a total of 30 parks in North America. Six Flags parks serve 34 of the 50 largest metropolitan areas in the United States. Six Flags Inc. is a publicly held corporation with corporate offices in New York City and Oklahoma City. The Company's stock trades on the NYSE under the symbol PKS.

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