

Press Release



**The Wait is Over!**

## **Six Flags Launches New Generation of Thrills with MR. FREEZE, State's Tallest & Fastest Roller Coaster**

**Highly-Anticipated Ride Places Thrillseekers in the Middle of  
BATMAN'S Struggles Against Gotham City Villain Mr. Freeze**

ARLINGTON, Texas – Six Flags Over Texas has launched a new generation of thrills with the opening of **Mr. Freeze™ - The Coolest Coaster on the Planet**, the tallest and fastest roller coaster in the Lone Star State.

This dynamic high-tech roller coaster – named after Batman's cold-hearted arch rival in the DC Comics "Batman" comic book series – launches thrillseekers to speeds of 70 mph within 3.78 seconds... and to a height of 236 breath-taking feet.

"As leaders in our industry, we have once again proven that Six Flags is unmatched in its ability to combine extreme thrills with blockbuster themes like Batman, to create – hands down – the very best roller coasters in the world," said park president Steve Calloway. "Consider this coaster's use of high technology and you get more than a cutting-edge ride... Mr. Freeze is 'chilled to perfection'."

The coaster's monumental 236-foot tall ice-blue tower – which stands taller than Niagara Falls – can be seen from throughout the park. Anticipation builds as coaster cars buzz past, seemingly blurred by their speed.

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MR. FREEZE

TM

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After a “lightning fast” launch through a 190-foot tunnel, the coaster sends riders into a totally vertical 15-story climb -- as tall as the Statue of Liberty! While ascending, the track twists, turning riders upside down before traveling straight down in a vertical dive. The coaster cars then race through a 105-foot wrap-around turn before rocketing 23 stories straight up the tower. Riders pause at the top before the coaster car accelerates backward toward Earth. The ride concludes with a bone-chilling ride through the coaster’s 1,480 feet of track – in reverse!

For Six Flags Guests, the ride’s “cold-fashioned” thrills are only the tip of the iceberg -- they also find themselves in the middle of the battle between THE CAPED CRUSADER and the ride’s namesake villain.

According to the Batman story line, Mr. Freeze was a promising Gotham City scientist. After a terrible accident, Freeze was required to wear a specially designed suit to keep his body cooled. Turning to evil, he uses a cold-generating gun to lead his henchmen on a series of daring crimes throughout Gotham City.

The ride is Mr. Freeze’s revenge on the world. It begins with a chilling walk through “Snowy’s Cones,” a once-cheery ice cream factory that secretly doubles as the hideout of this Villain of Chillin’. By the time Six Flags Guests discover that the building isn’t an ordinary ice cream factory, it is too late. Mr. Freeze is behind the controls of his iciest revenge ever – the Coolest Coaster on the Planet.

Six Flags design engineers consulted with scenic designers from the Warner Bros. movie “Batman & Robin” to create “Snowy’s Cones.” This larger-than-life building features a 45 foot-tall clown face. Guests enter the factory through the clown’s mouth, walking past mechanical props that appear to make ice cream. As the tour continues, the building’s cheerful exterior suddenly turns cold as it is overshadowed by “chilling” signs of Mr. Freeze.

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**Mr. Freeze - the Coolest Coaster on the Planet** is located in the park's Good Times Square themed section. The ride entrance, with its colorful exterior, complements the optimistic '50s theme of the surrounding area.

"Using the very latest in technology, we've created an attraction that provides incredible thrills," said Calloway. "But technology and thrills are only a fraction of the story. Each rider will step off this ride feeling like a Super Hero."

Using sophisticated yet proven technology, **Mr. Freeze – the Coolest Coaster on the Planet** provides instantaneous speed using a system of magnetic waves that propel the vehicle forward and backward. There are 228 linear induction motors (LIMs) used to create the magnetic waves necessary to propel the coaster car at speeds up to 70 mph. These motors unleash 5,000 horsepower, more powerful than a pair of dragsters.

The U.S. Navy is studying the ride's linear induction motor technology as a means to launch jets from aircraft carriers. Six Flags has taken this highly scientific concept to new heights, using it for world-class entertainment.

Six Flags Theme Parks, Inc. has always been an innovator in thrill ride technology – from creating the world's first flume ride at Six Flags Over Texas to the world's first inverted coaster *Batman - The Ride™*.

Six Flags Over Texas is already home to the #1-rated wooden roller coaster - the Texas Giant™. This addition makes the park's collection of nine coasters one of the most impressive in the industry.

**Mr. Freeze - the Coolest Coaster on the Planet** continues Six Flags' partnership with Warner Bros. and its entertainment properties. The popular Batman series has spawned some of Six Flags' most creative and innovative attractions, such as *Batman - The Ride* and thrilling stunt spectacles based on blockbuster Batman movie magic.

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Six Flags Theme Parks Inc. is the #2 theme park company in the world and largest regional theme park company in the United States, hosting 26 million visitors a year. An estimated 85 percent of all Americans live within a day's drive of one of the 12 Six Flags parks at eight locations: Six Flags Over Texas and Six Flags Hurricane Harbor (Dallas/Ft. Worth); Six Flags Over Georgia (Atlanta); Six Flags St. Louis; Six Flags Houston, which includes Six Flags AstroWorld and Six Flags WaterWorld; Six Flags Great Adventure and Six Flags Wild Safari Animal Park (Jackson, NJ); Six Flags California, which includes Six Flags Magic Mountain and Six Flags Hurricane Harbor (Los Angeles); Six Flags Great America (Chicago/Milwaukee); and Six Flags Fiesta Texas (San Antonio). Six Flags Theme Parks' World Wide Web site is located at (<http://www.sixflags.com>).

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[For more information, Six Flags Guests can call 817/530-6000.]

[Editor's Note/Do Not Publish: For more information about Mr. Freeze, contact Nancy St. Pierre or Keith Salwoski at 817/640-8900 ext. 4170]

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