



**Press release
For immediate publication**

La Ronde will set the limit in 2012 with its upcoming new extreme tower ride

Montréal, Wednesday, January 18, 2012 – La Ronde announced today that it will help park visitors fly with the upcoming arrival of the latest sensation in tower rides, the “Vol Utime.” Park visitors will have the chance to soar to new heights in one of the 16 twin seats, circling up to 45 metres above the park – as high as a 15-storey building! “Vol Utime” will offer passengers a breathtaking view of La Ronde, Montreal and the surrounding area. Once at the top, the circle shaped by the 32 passengers at the summit of the tower will stretch nearly 30 metres in diameter with riders flying at almost 60 kilometres/hour.

“La Ronde prides itself on offering a variety of rides and attractions for guests of all ages”, said Phil Liggett, President of La Ronde. “We are very excited to introduce a new ride that families can experience and enjoy together. This new addition strengthens La Ronde’s position as the family entertainment destination of choice in Quebec”.

Designed for thrill-seekers of all ages, “Vol Utime”, will be located beside Disco Ronde, right behind the Vertigo. A sneak peak of the new ride can be seen online at youtu.be/l5A90ZJM99c.

The first passengers get to embark this coming May, but it is now possible to take a ‘virtual’ ride, thanks to a software program available on the La Ronde Facebook. In addition to being among the first to blast off on “Vol Utime,” fans who take a virtual ride get the chance to win a pair of season passes for 2012, the only ride pass that provides unlimited access to the park, and to the new ride. What’s more, the 2012 season pass includes a coupon booklet having a value of \$300, with free entrance for friends, even during Halloween. The pass is now available for \$49.99 each, with the purchase of 4 passes. Find out more about the season passes at: www.laronde.com.

New logo

La Ronde is celebrating its 45th anniversary in 2012, and marking the celebration with a brand new logo! A bouquet of fireworks that pays tribute to the International des Feux Loto-Québec presented by TELUS juts out over the roller coasters that are La Ronde’s main attraction: the rides. The fireworks and the rides also symbolize the magic, adrenaline and excitement found at La Ronde, a unique attraction in Québec. The chosen typography emphasizes the playful character of La Ronde.

About La Ronde and Six Flags : Six Flags Entertainment Corporation is the world's largest regional theme park company with approximately \$1.0 billion in revenue and 19 parks across the United States, Mexico and Canada. For more than 50 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions including up-close animal encounters, Fright Fest and Holiday in the Park. For more information visit sixflags.com.

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