

HIGHLIGHTS OF THE DEAL

- Apollo Global Management to buy Cedar Fair, \$2.4 billion deal
- Approval needed by regulators and two-thirds of Cedar Fair shareholder holdings
- Deal to close by next spring
- Buyer to keep amusement parks open



▲ The "Volcano" at Kings Dominion

SELLER



Seller: Cedar Fair LP
Founded: 1870
Headquarters: Sandusky
Industry: amusement and water parks
2008 revenue: \$996 million. 2008 profit: \$5.7 million

◀ **Richard Kinzel,**
CEO, Cedar Fair

BUYER



Buyer: Apollo Global Management LLC
Founded: 1990
Headquarters: New York City
Industry: Private equity; \$51 billion in assets

◀ **Norwegian Cruise Lines** is among Apollo's holdings

The "Perilous Plunge" at Knott's Berry Farm