



## **WORLD WRESTLING ENTERTAINMENT, INC. TO REPORT 2009 FOURTH QUARTER AND FULL YEAR RESULTS**

**STAMFORD, CT., January 20, 2010** – World Wrestling Entertainment, Inc. (NYSE:WWE) announced that it will report its 2009 fourth quarter and full year results on Thursday, February 11, 2010, before the opening of the market. The Company's Chairman and CEO, Vincent K. McMahon, and senior management will host a conference call beginning at 11:00 a.m. ET to discuss the results.

All interested parties are welcome to listen to a live web cast that will be hosted through the Company's web site at [corporate.wwe.com](http://corporate.wwe.com). Participants can also access the conference call by dialing 888-647-2706 (conference ID: WWE). Please reserve a line 15 minutes prior to the start time of the conference call.

The earnings release and presentation to be referenced during the call will be available at [corporate.wwe.com](http://corporate.wwe.com).

A replay of the call will be available approximately two hours after the conference call concludes, and can be accessed on the Company's web site.

World Wrestling Entertainment, Inc., a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly, PG content across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Tokyo, Toronto and Sydney. Additional information on World Wrestling Entertainment, Inc. can be found at [corporate.wwe.com](http://corporate.wwe.com). If you have additional questions, please contact WWE Investor Relations via e-mail at [investor.relations@wwe.com](mailto:investor.relations@wwe.com).

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Forward-Looking Statements: This news release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.