



FOR IMMEDIATE RELEASE

WWE® STOCK OUTPERFORMS ENTERTAINMENT COMPANIES IN Q1 2009

STAMFORD, Conn., April 6, 2009- Despite a challenging economy, World Wrestling Entertainment® stock outperformed other entertainment companies on both stock price performance and total return basis for Q1 2009.

WWE is up 4.2% on a stock price basis versus CBS (-53.1%), Dream Works (-14.3%), Lions Gate (-8.2%), Marvel (-13.7%), News Corp. (-19.6%), Time Warner (-36.1%), Viacom (-7.2%) and Walt Disney Company (-20.0%).

On a total return basis*, WWE was up 8.0% also besting CBS (-52.4%), Dream Works (-14.3%), Lions Gate (-8.2%), Marvel (-13.7%), News Corp. (-18.8%), Time Warner (-27.8%), Viacom (-7.2%) and Walt Disney Company (-20.0%).

* Total Stock Return is defined as the change in stock price and value of reinvested dividends over a given period, i.e. 12/31/2008 – 3/31/09 in the above example. Investors should note that past returns are not a guarantee of future performance.

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Additional information on **World Wrestling Entertainment Inc.** (NYSE: WWE) can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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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, feature films, 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.