



# **World Wrestling Entertainment, Inc.**

## **Key Business Drivers**

**March 10, 2006**



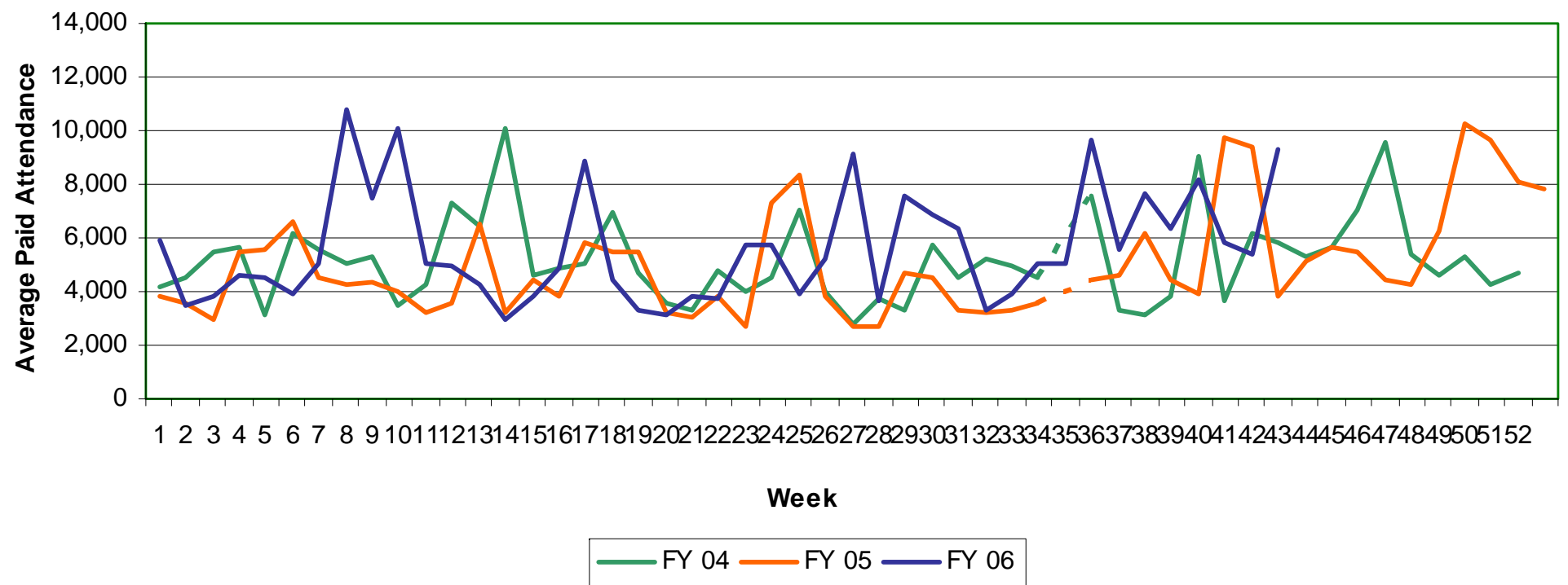
# Forward Looking Statements

**This presentation 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.**



# Live Event Attendance

World Wrestling Entertainment, Inc.  
Live Event Attendance  
(Average Weekly Paid Attendance per event)

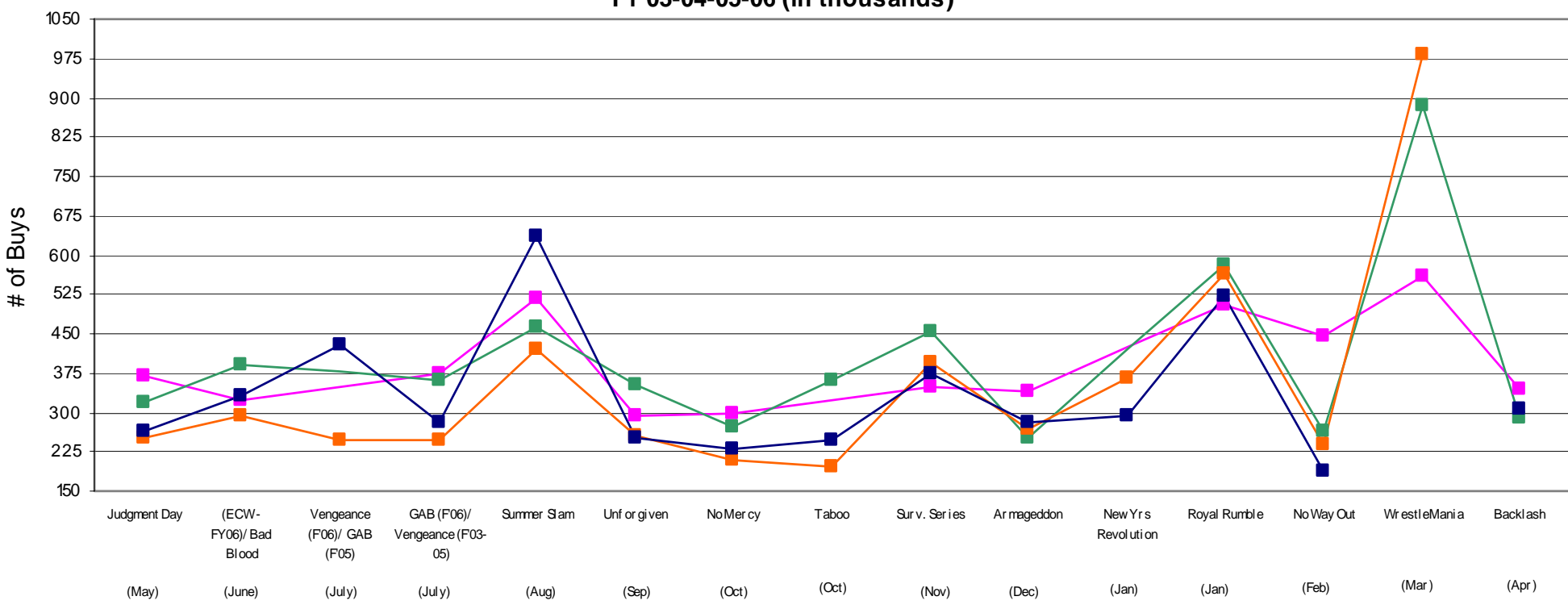


**Note:** Due to the holidays there were no live events for week 35 for FY04 and FY05.



# Pay Per View Buys

World Wrestling Entertainment, Inc.  
Pay Per View Buys  
FY'03-04-05-06 (in thousands)



**NOTE** - Great American Bash (GAB), Taboo, and New Yrs Revolution were new events in 2005

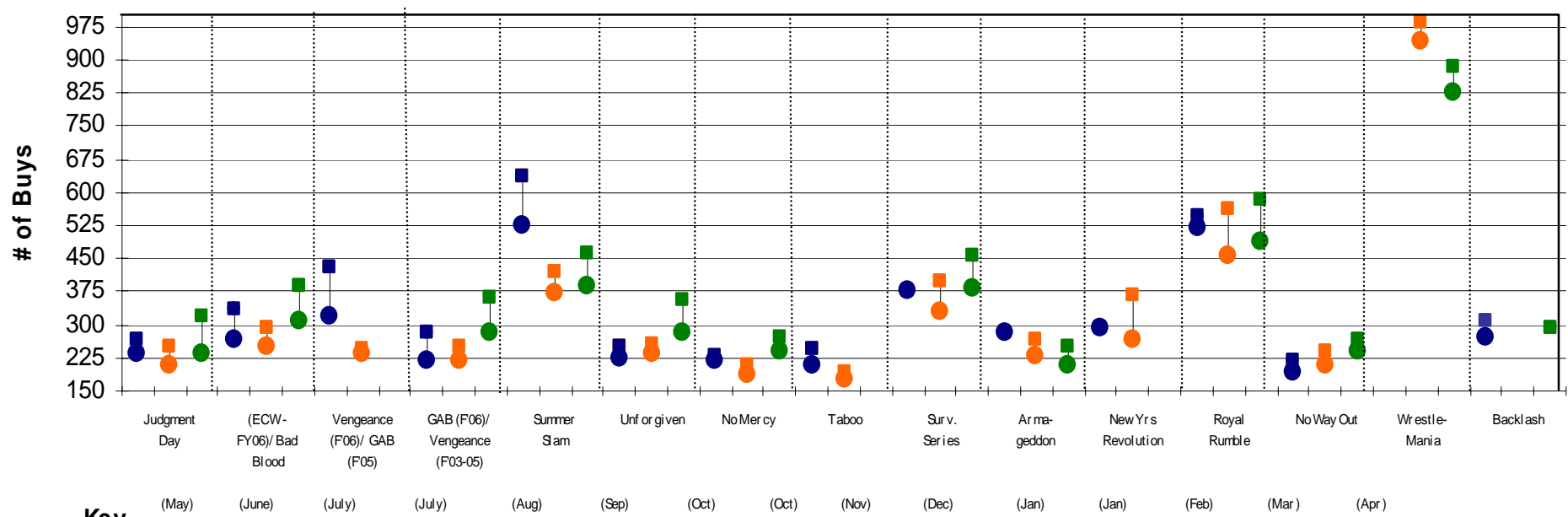
■ FY'03   
 ■ FY'04   
 ■ FY'05   
 ■ FY'06

\* Reflects current year buys of monthly Pay Per View events. Excludes buys recorded on a cash basis in subsequent years.



# Pay Per View Buys

World Wrestling Entertainment, Inc.  
 Pay Per View Buys  
 FY'04-05-06 (in thousands)



**Key**  
 ● FY '06  
 ● FY '05  
 ● FY '04  
 ■ Top = Estimate as of April 30 of Fiscal Year  
 ● Bottom = Initial Estimate

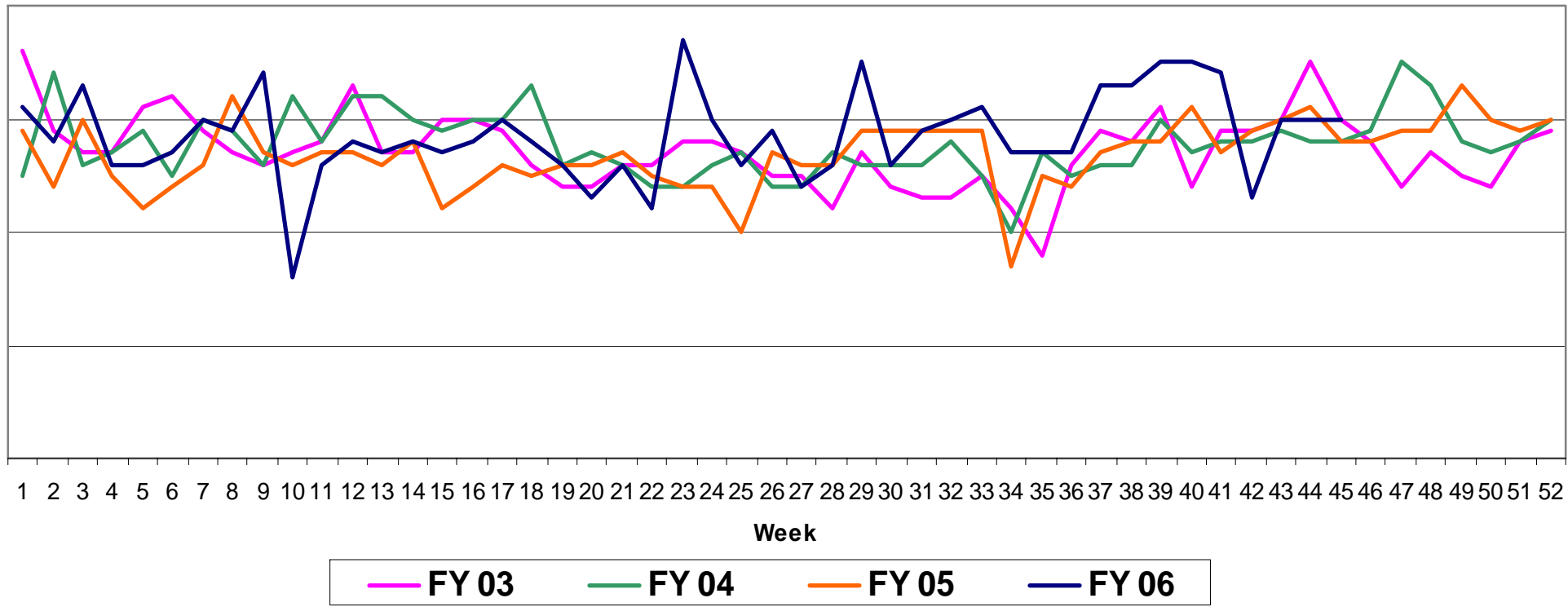
Pay-per-view buys are first reported when the event is aired and are based upon initial estimate provided by our pay-per-view distributors. Final reconciliation of the pay-per-view buys generally occurs within one year. Any adjustments that occur prior to the fiscal year end are reported in this chart.



# Television Ratings

## World Wrestling Entertainment, Inc. RAW Television Ratings

Source: Nielsen Media Research (5/06/02 - 3/06/06) Raw Household Rating: CVG AA% based on Spike universe



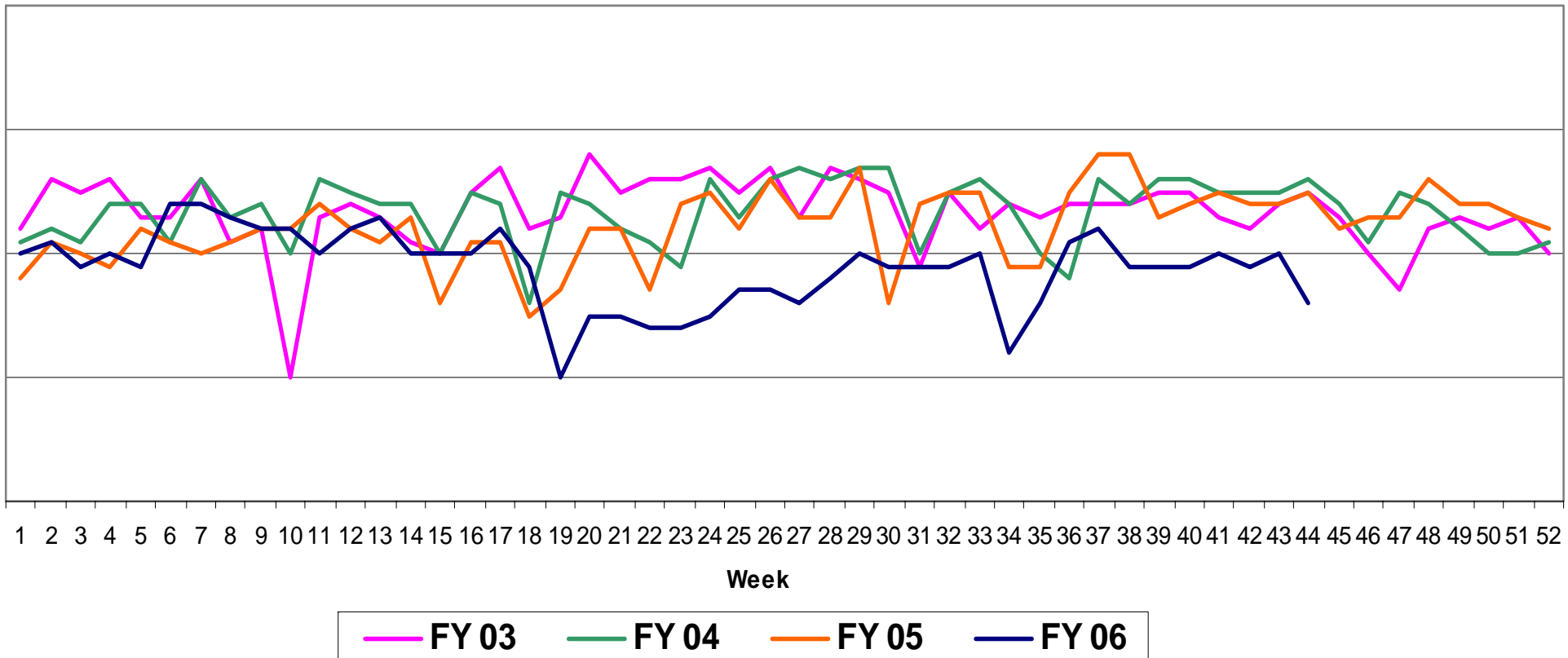
\* Week 23 of FY'06 is the premier of RAW on USA Network. Ratings represent the 9pm – 11pm EST time slot.  
\* Graph tracks rating trends. Although we cannot disclose the underlying numbers, ratings are regularly reported in the New York Times and USA Today.



# Television Ratings

## World Wrestling Entertainment, Inc. SmackDown! Television Ratings

Source: Nielsen Media Research (5/02/02 - 3/03/06) SmackDown! Household Rating: US AA% based on Total US universe



\* Week 19 of FY'06 is the premier of *Smackdown!* on Friday nights