



**FOR IMMEDIATE RELEASE**

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**WWE<sup>®</sup> COO DONNA GOLDSMITH TO PARTICIPATE IN ROTH  
MEDIA EVENT ON SEPT. 16TH**

**STAMFORD, Conn., September 10, 2009** - World Wrestling Entertainment, Inc. (NYSE:WWE) announced today that its Chief Operating Officer, Donna Goldsmith, will participate in the Roth Media and Software Investor Event, on September 16, 2009, in New York, NY.

Ms. Goldsmith's remarks are expected to begin at approximately 2:00 p.m. ET. A live webcast will be available online at [corporate.wwe.com/investors](http://corporate.wwe.com/investors). Also, a replay of the presentation will begin shortly after the actual presentation time and will be available until December 11, 2009.

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

**Trademarks:** All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, copyrights and logos are the exclusive property of World Wrestling Entertainment, Inc. and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

**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.