



WWE® 15% Yield

STAMFORD, CT, February 23, 2009 - World Wrestling Entertainment, Inc. (NYSE:WWE) announced its 24th consecutive dividend payment at \$0.36 per share on its Class A shares of common stock.

The Company's current dividend yield of 15.1% exceeds that of both broad market indices and other entertainment companies. Specifically, the S&P 500 and S&P Movies and Entertainment indices have dividend yields of 3.8% and 2.2%, respectively, while our entertainment peers have an average yield of 1.9%.*

"WWE is the best value in entertainment for our shareholders," said Linda McMahon, CEO of World Wrestling Entertainment.

WWE has announced that it will release its Q4 and full year 2008 earnings on February, 24, 2009.

* Dividend yields are as of February 19, 2009. Selected entertainment peers include 4 Kids Entertainment Inc., Playboy Enterprises Inc., Lions Gate Entertainment Corp., International Speedway Corp., Marvel Entertainment Inc., Viacom Inc., THQ Inc., JAKKS Pacific Inc., Walt Disney Co. and Time Warner Inc. Investors should note that past returns are not a guarantee of future performance.

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, 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.