



World Wrestling Entertainment® Sets Date for Annual Shareholders Meeting

STAMFORD, CT, March 5, 2009 - World Wrestling Entertainment, Inc. (NYSE:WWE) will hold its 2009 Annual Meeting of Shareholders at 10 a.m. ET on Friday, May 1, 2009, at the Company headquarters. Registration will begin at 9:00 a.m. ET.

The record date for voting at the meeting was set as the close of business on March 6, 2009. The meeting will be limited to stockholders (or their authorized representative) having evidence of their WWE® stock ownership. Attendees are asked to obtain an admission ticket in advance by providing proof of their ownership to:

World Wrestling Entertainment, Inc.
1241 E. Main Street
Stamford, CT 06902
Attention: Corporate Secretary

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/>.

Investor Contact: Hassan Kader
203-353-2812
hassan.kader@wwecorp.com

Media Contact: Robert Zimmerman
203-359-5131
robert.zimmerman@wwecorp.com

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.