

WORLD WRESTLING ENTERTAINMENT INC. 2009 TRENDING SCHEDULES - BASIS OF PRESENTATION

WWE changed its fiscal year to a calendar basis beginning with calendar year 2007.

The presentation of prior period financial results has been adjusted to conform to the new fiscal year basis. Accordingly, historical financial results as shown in the following schedules are presented on this revised basis, with the full year reflecting the twelve month periods ending December 31st of 2007 and 2008.

WWE's operations are organized around four principal activities:

Live and Televised Entertainment

- Revenues consist principally of ticket sales to live events, sales of merchandise at these live events, television rights fees, sales of television advertising and sponsorships, and fees for viewing our pay-per-view and video on demand programming.

Consumer Products

- Revenues consist principally of the direct sales of WWE produced home videos and magazine publishing and royalties or license fees related to various WWE themed products such as video games, toys and books.

Digital Media

- Revenues consist principally of advertising sales on our websites, sale of merchandise on our website through our WWEShop internet storefront and various broadband and mobile content.

WWE Studios (formerly WWE Films)

- Revenues consist of our share of receipts from the distribution of filmed entertainment featuring our Superstars. We participate in revenues generated under the distribution of the films through all media after the print and advertising and distribution costs incurred by our distributors have been recouped and the results have been reported to us.

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
STATEMENT OF OPERATIONS
(\$ in millions; Unaudited)

	2007				2008				2009		Full Year (12 Months)		GROWTH %	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2007	2008	2006-7	2007-8
Revenues:														
Live & TV Entertainment	\$ 63.0	\$ 102.9	\$ 68.6	\$ 82.3	\$ 99.8	\$ 86.8	\$ 68.7	\$ 76.2	\$ 64.1	\$ 109.2	\$ 316.8	\$ 331.5	8%	5%
Consumer Products	37.4	26.4	19.0	35.3	43.4	32.4	26.6	33.3	33.1	20.9	118.1	135.7	24%	15%
Digital Media	7.0	8.2	7.7	11.9	8.1	7.9	7.9	10.9	6.9	7.9	34.8	34.8	24%	-
WWE Studios	-	-	12.8	3.2	11.3	2.6	5.6	5.0	3.7	0.8	16.0	24.5	n/m	53%
Total Revenues	\$ 107.4	\$ 137.5	\$ 108.1	\$ 132.7	\$ 162.6	\$ 129.7	\$ 108.8	\$ 125.4	\$ 107.8	\$ 138.8	\$ 485.7	\$ 526.5	17%	8%
Profit Contribution														
Live & TV Entertainment	\$ 23.7	\$ 33.4	\$ 26.3	\$ 30.7	\$ 29.7	\$ 29.2	\$ 21.6	\$ 29.8	\$ 25.7	\$ 46.9	\$ 114.1	\$ 110.3	7%	(3%)
Consumer Products	23.6	15.8	12.1	20.9	27.6	18.5	16.4	21.1	20.9	12.9	72.4	83.6	35%	15%
Digital Media	2.0	3.7	3.5	4.3	3.4	3.4	2.3	2.8	2.6	3.4	13.5	11.9	39%	(12%)
WWE Studios ¹	-	(15.9)	2.8	-	1.9	2.2	2.2	2.6	2.2	(0.2)	(13.1)	8.9	n/m	168%
Total Profit Contribution	\$ 49.3	\$ 37.0	\$ 44.7	\$ 55.9	\$ 62.6	\$ 53.3	\$ 42.5	\$ 56.3	\$ 51.4	\$ 63.0	\$ 186.9	\$ 214.7	10%	15%
<i>Profit Margin %</i>	<i>46%</i>	<i>27%</i>	<i>41%</i>	<i>42%</i>	<i>39%</i>	<i>41%</i>	<i>39%</i>	<i>45%</i>	<i>48%</i>	<i>45%</i>	<i>38%</i>	<i>41%</i>		
SG&A ²	26.4	25.0	28.9	28.8	33.0	37.6	31.3	29.4	30.9	31.3	109.1	131.3	14%	20%
Dep. & Amortization	2.3	2.3	2.4	2.4	2.5	3.7	3.3	3.6	3.8	3.6	9.4	13.1	8%	39%
Operating Income	\$ 20.6	\$ 9.7	\$ 13.4	\$ 24.7	\$ 27.1	\$ 12.0	\$ 7.9	\$ 23.3	\$ 16.7	\$ 28.1	\$ 68.4	\$ 70.3	4%	3%
Interest and Other, net	2.6	1.5	0.8	3.1	1.0	(0.3)	(0.2)	(1.5)	(0.8)	2.5	8.0	(1.0)	(18%)	(113%)
Income before taxes	\$ 23.2	\$ 11.2	\$ 14.2	\$ 27.8	\$ 28.1	\$ 11.7	\$ 7.7	\$ 21.8	\$ 15.9	\$ 30.6	\$ 76.4	\$ 69.3	1%	(9%)
Provision for taxes	8.1	4.2	5.7	6.3	8.6	4.7	2.4	8.2	5.6	10.7	24.3	23.9	(9%)	(2%)
<i>Effective Tax Rate</i>	<i>35%</i>	<i>37%</i>	<i>40%</i>	<i>23%</i>	<i>30%</i>	<i>40%</i>	<i>31%</i>	<i>38%</i>	<i>35%</i>	<i>35%</i>	<i>32%</i>	<i>34%</i>		
Income from Continuing Operations	\$ 15.1	\$ 7.0	\$ 8.5	\$ 21.5	\$ 19.5	\$ 7.0	\$ 5.3	\$ 13.6	\$ 10.3	\$ 19.9	\$ 52.1	\$ 45.4	7%	(13%)
Discontinued Ops	-	-	-	-	-	-	-	-	-	-	-	0.0	n/m	n/m
Net Income	\$ 15.1	\$ 7.0	\$ 8.5	\$ 21.5	\$ 19.5	\$ 7.0	\$ 5.3	\$ 13.6	\$ 10.3	\$ 19.9	\$ 52.1	\$ 45.4	7%	(13%)
EPS - Continuing Operations	\$0.21	\$0.10	\$0.12	\$0.30	\$0.27	\$0.10	\$0.07	\$0.18	\$0.14	\$0.27	\$0.72	\$0.62	5%	(14%)
EPS - Net Income	\$0.21	\$0.10	\$0.12	\$0.30	\$0.27	\$0.10	\$0.07	\$0.18	\$0.14	\$0.27	\$0.72	\$0.62	5%	(14%)
Memo:														
EBITDA	\$ 22.9	\$ 12.0	\$ 15.8	\$ 27.1	\$ 29.6	\$ 15.7	\$ 11.2	\$ 26.8	\$ 20.5	\$ 31.7	\$ 77.8	\$ 83.4	5%	7%
EBITDA Margin %	21%	9%	15%	20%	18%	12%	10%	21%	19%	23%	16%	16%		
Diluted Shares (in millions)	71.9	72.1	72.5	72.9	73.0	73.7	73.7	73.8	73.9	73.9	72.3	73.5	1%	2%

Notes

¹ WWE Studios profit contribution includes a \$1.9 million impairment charge in Q3 2008 related to the feature film, " See No Evil", and a \$15.7 million impairment charge in Q2 2007 related to the feature film, " The Condemned".

² SG&A expense includes a \$2.2 million restructuring charge in Q1 2009 associated with our headcount reduction in January, 2009.

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
REVENUES
(\$ in millions; Unaudited)

	2007				2008				2009		Full Year (12 Months)		GROWTH %	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2007	2008	2006-7	2007-8
Revenues:														
Live & Televised Entertainment														
Live Events	\$ 18.2	\$ 30.1	\$ 20.1	\$ 30.9	\$ 24.6	\$ 35.3	\$ 20.3	\$ 25.5	\$ 18.0	\$ 34.4	\$ 99.3	\$ 105.7	19%	6%
Venue Merchandise	5.2	5.4	3.9	4.6	5.6	5.2	4.2	3.5	4.6	6.3	19.1	18.5	4%	(3%)
Pay-Per-View	15.8	39.8	18.8	19.9	41.2	17.9	16.4	15.9	13.6	35.6	94.3	91.4	1%	(3%)
Television Rights Fees	21.9	23.9	22.8	23.8	24.0	24.7	24.4	27.6	24.9	28.3	92.4	100.7	8%	9%
Television Advertising	0.9	1.3	1.5	2.2	1.4	1.9	2.0	2.1	1.4	1.7	5.9	7.4	(20%)	25%
Other (Includes WWE 24/7)	1.0	2.4	1.5	0.9	3.0	1.8	1.4	1.6	1.6	2.9	5.8	7.8	61%	34%
Live & TV Entertainment	\$ 63.0	\$ 102.9	\$ 68.6	\$ 82.3	\$ 99.8	\$ 86.8	\$ 68.7	\$ 76.2	\$ 64.1	\$ 109.2	\$ 316.8	\$ 331.5	8%	5%
Consumer Products														
Licensing (Includes WWE Music)	\$ 20.6	\$ 7.7	\$ 9.4	\$ 9.4	\$ 26.2	\$ 9.0	\$ 10.6	\$ 14.7	\$ 19.8	\$ 9.0	\$ 47.1	\$ 60.5	47%	28%
Home Video	13.4	14.8	5.7	19.8	14.0	18.5	11.0	15.0	9.2	8.6	53.7	58.5	8%	9%
Magazine Publishing	2.9	3.7	3.9	6.0	2.9	4.3	4.7	3.5	3.5	3.0	16.5	15.4	33%	(7%)
Other (Includes Appearances)	0.5	0.2	-	0.1	0.3	0.6	0.3	0.1	0.6	0.3	0.8	1.3	14%	62%
Consumer Products	\$ 37.4	\$ 26.4	\$ 19.0	\$ 35.3	\$ 43.4	\$ 32.4	\$ 26.6	\$ 33.3	\$ 33.1	\$ 20.9	\$ 118.1	\$ 135.7	24%	15%
Digital Media														
WWE.com	\$ 2.8	\$ 4.6	\$ 4.6	\$ 4.2	\$ 4.5	\$ 4.0	\$ 4.0	\$ 3.8	\$ 3.9	\$ 4.5	\$ 16.2	\$ 16.3	47%	1%
WWEShop / Other	4.2	3.6	3.1	7.7	3.6	3.9	3.9	7.1	3.0	3.4	18.6	18.5	9%	(1%)
Digital Media	\$ 7.0	\$ 8.2	\$ 7.7	\$ 11.9	\$ 8.1	\$ 7.9	\$ 7.9	\$ 10.9	\$ 6.9	\$ 7.9	\$ 34.8	\$ 34.8	24%	-
WWE Studios	-	-	12.8	3.2	11.3	2.6	5.6	5.0	3.7	0.8	\$ 16.0	\$ 24.5	n/m	53%
Total Revenues	\$ 107.4	\$ 137.5	\$ 108.1	\$ 132.7	\$ 162.6	\$ 129.7	\$ 108.8	\$ 125.4	\$ 107.8	\$ 138.8	\$ 485.7	\$ 526.5	17%	8%

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
PROFIT CONTRIBUTION
(\$ in millions; Unaudited)

	2007				2008				2009		Full Year (12 Months)		GROWTH %	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2007	2008	2006-7	2007-8
Profit Contribution														
Live & Televised Entertainment														
Live Events	\$ 5.2	\$ 8.6	\$ 5.4	\$ 8.9	\$ 9.3	\$ 10.0	\$ 4.7	\$ 7.3	\$ 5.8	\$ 12.1	\$ 28.1	\$ 31.3	34%	11%
Venue Merchandise	1.9	2.1	1.4	2.3	1.9	2.5	1.4	1.5	1.8	2.7	7.7	7.3	40%	(5%)
Pay-Per-View	10.3	15.5	12.0	12.9	13.3	10.1	8.3	9.9	8.6	20.2	50.7	41.6	(3%)	(18%)
Television Rights	6.4	6.7	6.1	6.7	4.5	4.7	6.3	9.4	8.3	10.2	25.9	24.9	(3%)	(4%)
TV Advertising	0.8	1.1	1.2	1.9	1.3	1.6	1.8	1.9	1.3	1.6	5.0	6.6	(26%)	32%
Other (Includes WWE 24/7)	(0.9)	(0.6)	0.2	(2.0)	(0.6)	0.3	(0.9)	(0.2)	(0.1)	0.1	(3.3)	(1.4)	35%	58%
Live & TV Entertainment	\$ 23.7	\$ 33.4	\$ 26.3	\$ 30.7	\$ 29.7	\$ 29.2	\$ 21.6	\$ 29.8	\$ 25.7	\$ 46.9	\$ 114.1	\$ 110.3	7%	(3%)
<i>Live & TV Ent. Margin %</i>	<i>38%</i>	<i>32%</i>	<i>38%</i>	<i>37%</i>	<i>30%</i>	<i>34%</i>	<i>31%</i>	<i>39%</i>	<i>40%</i>	<i>43%</i>	<i>36%</i>	<i>33%</i>		
Consumer Products														
Licensing (Includes WWE Music)	\$ 15.1	\$ 5.9	\$ 7.2	\$ 7.0	\$ 19.7	\$ 6.5	\$ 8.1	\$ 12.7	\$ 14.7	\$ 7.0	\$ 35.2	\$ 47.0	47%	34%
Home Video	7.6	9.3	3.8	11.3	7.6	10.8	7.1	8.7	5.3	5.1	32.0	34.2	20%	7%
Magazine Publishing	0.6	0.7	1.1	2.7	0.2	1.0	1.2	(0.3)	0.7	0.7	5.1	2.1	76%	(59%)
Other (Includes Appearances)	0.3	(0.1)	-	(0.1)	0.1	0.2	-	-	0.2	0.1	0.1	0.3	(50%)	200%
Consumer Products	\$ 23.6	\$ 15.8	\$ 12.1	\$ 20.9	\$ 27.6	\$ 18.5	\$ 16.4	\$ 21.1	\$ 20.9	\$ 12.9	\$ 72.4	\$ 83.6	35%	15%
<i>Consumer Products Margin %</i>	<i>63%</i>	<i>60%</i>	<i>64%</i>	<i>59%</i>	<i>64%</i>	<i>57%</i>	<i>62%</i>	<i>63%</i>	<i>63%</i>	<i>62%</i>	<i>61%</i>	<i>62%</i>		
Digital Media														
WWE.com	\$ 0.8	\$ 2.7	\$ 2.8	\$ 2.3	\$ 2.4	\$ 2.1	\$ 1.4	\$ 1.6	\$ 1.6	\$ 2.4	\$ 8.6	\$ 7.5	83%	(13%)
WWEShop	1.2	1.0	0.7	2.0	1.0	1.3	0.9	1.2	1.0	1.0	4.9	4.4	(2%)	(10%)
Digital Media	\$ 2.0	\$ 3.7	\$ 3.5	\$ 4.3	\$ 3.4	\$ 3.4	\$ 2.3	\$ 2.8	\$ 2.6	\$ 3.4	\$ 13.5	\$ 11.9	39%	(12%)
<i>Digital Media Margin %</i>	<i>29%</i>	<i>45%</i>	<i>45%</i>	<i>36%</i>	<i>42%</i>	<i>43%</i>	<i>29%</i>	<i>26%</i>	<i>38%</i>	<i>43%</i>	<i>39%</i>	<i>34%</i>		
WWE Studios	-	(\$15.9)	\$2.8	-	\$1.9	\$2.2	\$2.2	\$2.6	\$2.2	(\$0.2)	(\$13.1)	\$8.9	n/m	168%
PROFIT CONTRIBUTION	\$ 49.3	\$ 37.0	\$ 44.7	\$ 55.9	\$ 62.6	\$ 53.3	\$ 42.5	\$ 56.3	\$ 51.4	\$ 63.0	\$ 186.9	\$ 214.7	10%	15%
<i>Profit Margin %</i>	<i>46%</i>	<i>27%</i>	<i>41%</i>	<i>42%</i>	<i>39%</i>	<i>41%</i>	<i>39%</i>	<i>45%</i>	<i>48%</i>	<i>45%</i>	<i>38%</i>	<i>41%</i>		

SCHEDULE 4

**WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
RECONCILIATION OF NET INCOME TO EBITDA
(\$ in millions; Unaudited)**

	2007				2008				2009		Full Year (12 Months)	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2007	2008
Net income	\$ 15.1	\$ 7.0	\$ 8.5	\$ 21.5	\$ 19.5	\$ 7.0	\$ 5.3	\$ 13.6	\$ 10.3	\$ 19.9	\$ 52.1	\$ 45.4
Loss/(Income) from discontinued operations, net of tax	-	-	-	-	-	-	-	-	-	-	-	-
Provision for income taxes	8.1	4.2	5.7	6.3	8.6	4.7	2.4	8.2	5.6	10.7	24.3	23.9
Interest and other, net	(2.6)	(1.5)	(0.8)	(3.1)	(1.0)	0.3	0.2	1.5	0.8	(2.5)	(8.0)	1.0
Depreciation and Amortization	2.3	2.3	2.4	2.4	2.5	3.7	3.3	3.6	3.8	3.6	9.4	13.1
EBITDA	<u>\$ 22.9</u>	<u>\$ 12.0</u>	<u>\$ 15.8</u>	<u>\$ 27.1</u>	<u>\$ 29.6</u>	<u>\$ 15.7</u>	<u>\$ 11.2</u>	<u>\$ 26.9</u>	<u>\$ 20.5</u>	<u>\$ 31.7</u>	<u>\$ 77.8</u>	<u>\$ 83.4</u>

Non-GAAP Measure:

EBITDA is defined as net income from continuing operations before interest and other income, income taxes, depreciation and amortization. The Company's definition of EBITDA does not adjust its U.S. GAAP basis earnings for the amortization of Feature Film production assets. Although it is not a recognized measure of performance under U.S. GAAP, EBITDA is presented because it is a widely accepted financial indicator of a company's performance. The Company uses EBITDA to measure its own performance and to set goals for operating managers. EBITDA should not be considered as an alternative to net income, cash flows from operations or any other indicator of World Wrestling Entertainment Inc.'s performance or liquidity, determined in accordance with U.S. GAAP.

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
KEY METRICS
(Unaudited)

	2007				2008				2009		Full Year (12 Months)	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2007	2008
Live Events												
North America (Excl. ECW)												
Average Event Attendance	6,900	6,900	5,500	7,100	7,200	6,900	5,300	6,900	6,100	8,200	6,600	6,400
-- year-over-year growth %	15%	19%	-	16%	4%	-	(4%)	(3%)	(15%)	19%	14%	(3%)
Number of live events	63	58	63	49	66	52	77	47	83	51	233	242
-- year-over-year growth %	3%	(13%)	(6%)	(6%)	5%	(10%)	22%	(4%)	26%	(2%)	(6%)	4%
International												
Average Event Attendance	9,300	6,000	9,200	7,900	9,000	9,100	6,600	8,300	9,300	8,100	7,700	8,500
-- year-over-year growth %	(23%)	(21%)	(13%)	1%	(3%)	52%	(28%)	5%	3%	(11%)	(13%)	10%
Number of live events	8	26	15	26	8	31	12	26	4	27	75	77
-- year-over-year growth %	(27%)	53%	88%	4%	-	19%	(20%)	-	(50%)	(13%)	23%	3%
Pay-Per-View (Incl. ECW)												
Current buys (000s)	929	2,053	976	1,043	1,920	919	884	926	722	1,761	5,201	4,799
Prior period buys (000's)	(28)	51	87	107	113	144	42	86	96	58	17	235
Total buys (000's)	901	2,104	1,063	1,150	2,033	1,063	926	1,012	818	1,819	5,218	5,034
-- year-over-year growth %	(24%)	(6%)	(6%)	(5%)	126%	(49%)	(13%)	(12%)	(60%)	71%	(9%)	(4%)
PPV events (#)	3	5	3	4	3	4	3	4	2	5	15	14
Home Video (DVD)												
Gross Units Shipped (000's)	1,084	1,044	542	1,364	1,179	1,304	730	886	912	833	4,034	4,099
-- year-over-year growth %	59%	5%	(40%)	(7%)	9%	25%	35%	(35%)	(23%)	(36%)	-	2%
WWE.com												
Avg. Mo. Unique Visitors (MM)	17.5	20.3	17.2	16.1	15.9	15.8	14.2	13.2	14.3	15.3	17.8	14.8
-- year-over-year growth %	25%	31%	6%	(6%)	(9%)	(22%)	(17%)	(18%)	(10%)	(3%)	13%	(17%)
Avg. Mo. Page Views (MM)	479	563	440	401	377	411	408	394	424	503	471	397
-- year-over-year growth %	8%	24%	1%	(9%)	(21%)	(27%)	(7%)	(2%)	12%	22%	6%	(16%)
Avg. Mo. Video Streams (MM)	43	40	29	28	28	25	22	21	29	22	35	24
-- year-over-year growth %	(20%)	(17%)	(32%)	(28%)	(35%)	(38%)	(25%)	(25%)	4%	(12%)	(24%)	(31%)
Avg. Time Per Mo. Unique Visitor (Mins)	29	26	25	25	25	23	23	22	23	22	26	23
-- year-over-year growth %	(12%)	(19%)	(18%)	(12%)	(14%)	(12%)	(9%)	(13%)	(8%)	(4%)	(16%)	(12%)
WWEShop.com												
Online Merch. Orders (000's)	82	68	57	122	68	71	70	120	60	62	329	329
-- year-over-year growth %	64%	3%	(10%)	(8%)	(17%)	4%	23%	(2%)	(12%)	(13%)	6%	-