



FOR IMMEDIATE RELEASE

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WWE COO CHANGE

STAMFORD, Conn., November 6, 2008 - Effective December 31, 2008, World Wrestling Entertainment will accept Mike Sileck's resignation as COO and member of the Board of Directors. Donna Goldsmith, Executive Vice President of Consumer Products, has been named as his successor. Mike joined the company first as CFO in June, 2005 and was promoted to COO in February, 2007. "WWE has had the benefit of Mike's former experience from both USA Network and Monster Worldwide, and we appreciate the contributions Mike has made in both of the positions he has held in our company," said Chairman, Vince McMahon. Ms. Goldsmith came to WWE from the NBA and has been with the company for the past eight years. Per Mr. McMahon, "Donna's business savvy, proven management and leadership skills, along with in depth product knowledge makes her uniquely qualified to fill the COO position." In addition, effective today, Ms. Goldsmith has also been elected to serve on the Board of Directors.

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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