



WWE® Names Michael Luisi Head of Business Affairs & General Counsel

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STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment, Inc. announced that Michael Luisi has been named Executive Vice President of Business Affairs, General Counsel and Secretary, effective January 10, 2011. Luisi will report to WWE Chairman and CEO, Vince McMahon. In his new role, Luisi will be a key member of WWE's senior management team and responsible for business and legal affairs for the company.

"Michael has had a very accomplished career in the entertainment industry. He brings with him a wealth of experience, knowledge and contacts within the entertainment industry which will benefit WWE and serve him well in his new position," said McMahon.

Prior to joining WWE, Luisi was with Miramax Films for 12 years, most recently as Executive Vice President, Worldwide Operations. In this position, he was the principal business and legal advisor to the President of Miramax Films and the company's senior management team.

Luisi was an entertainment lawyer at Frankfurt, Kurnit, Klein & Selz prior to Miramax. During his tenure there, he specialized in individual talent and production company representation across the motion picture and television industries. He has also held positions at Weil Gotshal & Manges and New Line Cinema.

Since 2004, he has served as an adjunct professor in the Entertainment, Media and Technology (EMT) program at New York University Stern School of Business.

Luisi holds a Bachelor of Fine Arts degree from New York University Tisch School of the Arts and a Juris Doctor degree from New York University School of Law.

About World Wrestling Entertainment

World Wrestling Entertainment, Inc., a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly, **PG content** across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Tokyo, Toronto and Sydney.

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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WWE 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, feature films, 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.

Source: World Wrestling Entertainment, Inc.