



WWE® Promotes Whitaker to Head WWE International

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STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment, Inc. today announced that Andrew Whitaker will take on additional responsibilities and head up WWE International effective immediately.

In his new role as Executive Vice President, Whitaker will be responsible for determining the strategic direction for WWE's business outside of the U.S. across all revenue streams. He will report directly to WWE Chairman and CEO Vince McMahon and has been named an Executive Officer of the company. Whitaker will relocate back to WWE's global headquarters in Stamford.

Whitaker joined WWE in 1987 as part of the team delivering television syndication and developing WWE's pay-per-view business. He moved to WWE's international division in 1991, working in live events, international television and the pay-per-view business from WWE's London office, where Whitaker negotiated the largest international television contracts in the company's history. In November 2007, Whitaker began managing several of WWE's regional business units internationally and his role was expanded in January 2009 to include all areas outside of the U.S.

"Andrew has been instrumental to WWE's international growth. We are confident that he will continue to expand the breadth and depth of opportunities for WWE internationally," said Vince McMahon.

Whitaker commenced his career at NBC in New York, working on shows that include NBC News, Late Night with David Letterman, The Today Show, Saturday Night Live and The Cosby Show. He sits on the international program advisory board for the Banff World Television Festival and nextMedia, International Interactive Media Festival and is also a member of the International Academy of Television Arts and Sciences.

About WWE

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 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, 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.