



WWE® Names Sarah Cummins Senior Vice President, Consumer Products

01/07/2019

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) today announced the appointment of Sarah Cummins as Senior Vice President, Consumer Products. Cummins will be responsible for overseeing the implementation of WWE's global consumer products business, including licensing, e-commerce, venue sales, home entertainment and publishing. She will report directly to WWE Chief Marketing & Communications Officer Brian Flinn.

Cummins brings more than 25 years of marketing, licensing, media and business development experience to WWE. Prior to joining WWE, Cummins was Head of Business Development & Strategic Partnerships at New York Road Runners, Inc., where she led the organization's sponsorship, media distribution and licensing efforts. She also spent more than 15 years at the United States Tennis Association (USTA), most recently as Managing Director, where she oversaw retail development and operations for the US Open Tennis Championships.

Additionally, Cummins was Vice President, Licensing & Custom Sales at Vineyard Vines where she managed more than 250 collegiate, NFL, MLB and NHL licenses, and delivered the company's first worldwide sponsorship, licensing and retail rights with the Kentucky Derby. She also has experience working with luxury brands as founder of Cashmere Ventures, a boutique agency.

Cummins was named a 2017 "Game Changer" by SportsBusiness Journal. She earned a Bachelor of Arts degree, cum laude, from Boston College.

WWE is a \$1 billion global brand at retail annually and its worldwide licensing program builds partnerships with companies around the world to create products featuring the company's marks and logos, copyrighted works and characters in diverse categories, including: toys, video games, apparel, housewares, collectibles, sporting goods, books and more.

About WWE

WWE, 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 entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE's TV-PG, family-friendly programming can be seen in more than 800 million homes worldwide in 25 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 countries. The Company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (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/>

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press 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, without limitation, risks relating to: entering, maintaining and renewing major distribution agreements; WWE Network (including the risk that we are unable to attract, retain and renew subscribers); our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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Source: WWE