



WWE® Network Launches February 24

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE Network, the first-ever 24/7 streaming network, will launch live in the U.S. on Monday, February 24, featuring all 12 WWE live pay-per-view events – including *WrestleMania*® – valued at more than \$600 per year for \$9.99 per month with a 6-month commitment. WWE Network will also include groundbreaking original programming, reality shows, documentaries, classic matches and more than 1,500 hours of video on demand at launch.

Fans can subscribe to WWE Network beginning at 9 am ET on Monday, February 24 at WWE.com, and for a limited time will be offered a free one week trial. WWE Network, the first 24/7 network delivered directly to fans through over-the-top digital distribution, will be available on desktops and laptops via WWE.com. WWE Network will also be available through the WWE App on: Amazon's Kindle Fire devices; Android devices such as Samsung Galaxy; iOS devices such as Apple iPad and iPhone; Roku streaming devices; Sony PlayStation® 3 and Sony PlayStation® 4; and Xbox 360. Availability on additional devices, including Xbox One and select Smart TVs, will follow this summer.

"Today is a historic day for WWE as we transform and reimagine how we deliver our premium live content and 24/7 programming directly to our fans around the world," said Vince McMahon, WWE Chairman & Chief Executive Officer. "WWE Network will provide transformative growth for our company and unprecedented value for our fans."

WWE Network will also offer fans a revolutionary second screen experience for all original programming and live events via the WWE App, similar to the interactive fan experience currently available for flagship TV programs *Raw*® and *SmackDown*®.

Overview of the features of the new WWE Network. (Photo: Business Wire)

WWE collaborated with MLB Advanced Media (MLBAM) to build a powerful solution for delivering 24/7 WWE content to fans. MLBAM will provide its industry-leading technology services, including video streaming infrastructure, application development and operational support for reliable cross-platform distribution.

MLBAM has been at the forefront of streaming technology for more than a decade, powering its own live video subscription product since 2002. Last year, MLBAM managed live video content for more than 25,000 events, covering 80,000 hours of broadcast programming, across its sports and entertainment partners.

"We applaud WWE for this bold, timely and strategic move to fully optimize the power and potential of live entertainment," said Bob Bowman, President and CEO, MLBAM. "We are proud to work with WWE to help provide its millions of loyal fans with unencumbered access to distinctive and engaging live content across the devices they use most."

WWE Network is scheduled to launch in the United Kingdom, Canada, Australia, New Zealand, Singapore, Hong Kong and the Nordics by the end of 2014/early 2015.

Programming Highlights

WWE Network will officially launch with the live *Monday Night Raw Post-Show* on Monday, February 24 at 11:06 pm ET, and fans will instantly have access to the most comprehensive WWE video-on-demand library upon signing up. In addition to live *Raw* and *SmackDown* pre- and post-shows every week, new programming including a live studio show and additional on-demand content will be added in the future.

At launch, WWE Network will include:

All 12 Live Pay-Per-View Events

- All 12 current WWE pay-per-view events – including *WrestleMania* – will be available to subscribers live, as well as on demand.
- Live pay-per-view 30 minute pre- and post-shows.

Original Programming

Every Monday and Friday night, WWE Network will air 30 minute pre- and post-shows for WWE's weekly cable programs *Monday Night Raw* and *Friday Night SmackDown*.

The Monday Night War[™] – a series exploring the shocking real-life stories that fueled the mid-90s rivalry between WWE and WCW[®]. Battling for ratings dominance, WWE's Vince McMahon and WCW's Ted Turner engaged in a masterful game of one-upmanship, and in the process, elevated WWE *Monday Night Raw* and *WCW Monday Nitro*[™] to all-new levels of pop-culture relevance.

WrestleMania Rewind – a comprehensive look back at the most groundbreaking matches and dramatic moments in *WrestleMania* history, including never-before-seen footage and in-depth interviews.

WWE Countdown[™] – a one hour, groundbreaking, interactive, countdown series that puts the power squarely in viewers' hands by giving the audience the chance to discuss and rank WWE's most spectacular Superstars, unexpected moments, best catch phrases and more through digital polling and social media interaction.

Coming in April: *WWE Legends House*[™] – WWE's greatest Legends reunite for a new title – only this time, they're competing outside of the ring. Imagine a beautiful house in the suburbs – perfectly furnished, with gorgeous landscaping, a lovely pool and quiet, respectable neighbors. WWE Superstars from the past including Rowdy Roddy Piper, Tony Atlas and Hacksaw Jim Duggan will turn the neighborhood upside down as the house staff tries their best to keep these Legends on time, on speaking terms, and out of trouble in this new reality show.

WWE NXT[®] – WWE Superstars and Divas of tomorrow face off every week on *WWE NXT*, a one-hour weekly show that features the brightest and best of WWE's rising stars. *WWE NXT* showcases the Superstars and Divas from WWE's Performance Center as well as appearances from WWE Superstars and Legends in an intimate setting. *WWE NXT* broadcasts from the state-of-the-art Full Sail LIVE venue on the Full Sail University in campus in Orlando, Florida.

WWE Superstars[®] – a one-hour weekly show highlighting the best of WWE Superstars and Divas in heart-pounding matches. Features highlights from all WWE programming, as well as a special glimpse at everything going on in the WWE Universe.

Video On Demand

- WWE Network will offer all WWE, WCW and ECW pay-per-views as well as classic matches uncut and uncensored, encores of *Raw*, *SmackDown* and *WWE Main Event*[™] totaling more than 1,500 hours of video on demand at launch.
- All episodes of original programming on WWE Network will be available on demand immediately after they premiere, allowing viewers to watch on their schedule.

Click [here](#) to learn more about WWE Network. Read the WWE Network FAQ [here](#).

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 programming is broadcast in more than 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Miami, Mumbai, Shanghai, Singapore, Munich and Tokyo.

WWE Network is the next step for Vince McMahon who continues to revolutionize event programming for sports and entertainment. As a pioneer in the television syndication business, McMahon and WWE developed syndicated programming for 30 television stations in 1979. McMahon was also a visionary in the cable television industry by leveraging the new technologies of pay-per-view and closed-circuit television for the first *WrestleMania* in 1985. Today, WWE delivers fans a revolutionary second screen experience during its flagship programming via the WWE App, which has more than 9 million downloads globally. The experience includes live match continuation during TV commercial breaks, backstage content, live polls, photos and exclusive information on WWE Superstars and Divas.

Additional information on WWE (NYSE: WWE) can be found at www.wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

About MLB ADVANCED MEDIA

Established in June 2000 following a unanimous vote by the 30 Major League Baseball club owners to centralize all of Baseball's Internet operations, MLB Advanced Media LP (MLBAM) is the interactive media and internet company of Major League Baseball. MLBAM manages the official league site, MLB.com, and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet. MLBAM also develops, deploys and distributes the highest-grossing sports app, At Bat, as well as manages live video content for dozens of clients. It captures, encodes and distributes tens of thousands of live video events annually, powering more live events on the Internet than any other property in the world.

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 into, maintaining and renewing key agreements, including television and pay-per-view programming and our new network distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the network; risks relating to new businesses generally and risks specific to the new network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; 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, 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, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140108006673/en/>

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