



NextVR and WWE® Bring Fans Closer to the Action with Virtual Reality

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NEWPORT BEACH, Calif. & STAMFORD, Conn.--(BUSINESS WIRE)-- NextVR, the leader in broadcasting live events in virtual reality, and WWE today announced a new partnership to bring fans unique WWE experiences in virtual reality, featuring highlights from select 2018 WWE special events.

The virtual reality experiences will be approximately 10 minutes in length and available for free to fans globally on a new WWE channel within the NextVR app following each event. The content will provide fans with a completely new experience, featuring highlights from WWE's biggest events including the excitement of the fans, athleticism of WWE's larger-than-life Superstars, pivotal moments, epic showdowns and surprise appearances, giving them the opportunity to see the action as if they were there live.

"WWE is amazing in VR, and we know fans are going to love it," said David Cole, NextVR CEO. "Our patented VR broadcasting pipeline will bring fans ringside with WWE Superstars to experience the electrifying energy and spectacle firsthand."

"We are always looking to create compelling content across platforms, and we are excited to partner with NextVR to bring our fans closer to the action than ever before," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "As the technology behind virtual reality continues to evolve, this is a unique opportunity for us to partner with NextVR, a leader in this space, to provide new experiences to our passionate fans around the world."

For each production, NextVR will work alongside WWE's award-winning TV and production team to position NextVR's custom virtual reality cameras throughout each event to capture the most immersive views of WWE action.

Fans with a Samsung GearVR headset or Google Daydream View, along with a compatible smartphone, PlayStation VR, or Windows Mixed Reality can download the free NextVR app from the corresponding platform store to access the free highlights.

About NextVR

NextVR is the world's best virtual reality platform for delivering live sports and music in VR to fans globally. Launched in 2009, the company has patented technology that delivers an unparalleled VR experience providing fans extraordinary access and profound immersion. NextVR has world-class partnerships with leaders in sports and entertainment including the NBA, NFL, FOX Sports, Live Nation, and the International Champions Cup. NextVR was founded by industry leaders with decades of experience in 3D stereoscopic imaging, compression technology and VR broadcasting. For more information, visit NextVR.com.

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 reaches more than 650 million homes worldwide in 20 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: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; 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; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which 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 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, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.

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