



WWE® PARTNERS WITH CTH IN THAILAND

BANGKOK, Thailand, January 10, 2014 – WWE (NYSE:WWE) and CTH announced yesterday a new, five-year exclusive television distribution agreement that will make CTH the home of all WWE programming in Thailand.

"I am delighted to welcome WWE to the CTH family," said Kittsanon Ngamphathipong, Chief Executive Officer, CTH. "With the addition of WWE to the CTH line-up, we look forward to delivering priceless experiences to our audiences and growing our subscribers exponentially. Connecting two powerful brands like WWE and CTH is exciting, and we look forward to building the relationship."

"We are enthusiastic to partner with CTH on our largest and most expansive TV rights deal in Thailand," said Gerrit Meier, EVP International, WWE. "CTH is a leader in providing multi-platform content, and we are confident that WWE on CTH's Sports Spirit channel will engage the WWE Universe and grow CTH's audience significantly."

Starting January 25, full length versions of WWE's flagship shows Raw[®], SmackDown[®] and WWE Main Event[™], as well as WWE Superstars[™], WWE NXT[™], WWE Afterburn[™], WWE Bottomline[™], WWE Experience[™], WWE Vintage Collection[™], This Week in WWE[®] and all WWE Pay-Per-View specials will be available daily via the CTH Sports Spirit channel.

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.

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/>.

About CTH

CTH is spearheading Thailand's drive into the digital era by creating Thailand's first fiber optic triple play national cable network. Despite only launching in June, 2013, CTH already has 1.2 million subscribing homes with demand outstripping supply. An affordable and competitive pricing policy combined with an ambitious content acquisition strategy (including the Barclays

Premier league!, Fox Sports and Entertainment Channels, WWE) has placed CTH as the largest pay television operator in Thailand by geographic reach.

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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.