



# WrestleMania® Returns to The Big Easy

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NEW ORLEANS--(BUSINESS WIRE)-- Louisiana Governor John Bel Edwards, New Orleans Mayor Mitch Landrieu, the Greater New Orleans Sports Foundation, the New Orleans Convention and Visitors Bureau and WWE® (NYSE: WWE) are proud to announce that the Mercedes-Benz Superdome in New Orleans will host WWE's pop-culture extravaganza, *WrestleMania*, on Sunday, April 8, 2018.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170110006033/en/>

"We are excited to bring *WrestleMania* back to Louisiana," said Louisiana Governor John Bel Edwards. "This is a great event being hosted in one of the greatest cities in the world. We cordially invite WWE fans from all over to be part of *WrestleMania* Week and experience all that our beautiful state has to offer."

"New Orleans is proud to have *WrestleMania* return to the Mercedes-Benz Superdome," said New Orleans Mayor Mitch Landrieu. "*WrestleMania* brought a world-class event to our city in 2014, and the week-long series of events generated a boost to our economy. We look forward to another historic week of events in 2018, all as part of our city's Tricentennial celebration."

"New Orleans is a perfect setting for WWE's biggest celebration of the year," said WWE Chairman & CEO Vince McMahon. "On behalf of everyone at WWE, we thank Governor Edwards and Mayor Landrieu for welcoming *WrestleMania* back to the Mercedes-Benz Superdome."

*WrestleMania* is more than just a one-day event; it's a week-long celebration that will stretch throughout the New Orleans region. In addition to *WrestleMania*, other activities will include: *WrestleMania Axxess*, WWE's four-day interactive fan festival at the Ernest N. Morial Convention Center; the 2018 *WWE Hall of Fame Induction Ceremony* at the Smoothie King Center; *NXT® TakeOver* at the Smoothie King Center; *Monday Night Raw®* at the Smoothie King Center; *SmackDown® Live* at the Smoothie King Center; Be a STAR® anti-bullying rallies; hospital visits and other community outreach initiatives designed to give back to the host community. The event will be broadcast live on WWE Network and pay-per-view in more than 180 countries. Over the past 10 years, *WrestleMania* has generated nearly \$1 billion in cumulative economic impact for the cities that have hosted the event. This year, *WrestleMania* takes place Sunday, April 2 at the Citrus Bowl in Orlando, FL.

## **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 35 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](http://wwe.com) and [corporate.wwe.com](http://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 (including the risk that we are unable to attract, retain and renew subscribers); major distribution agreements; 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 revolving credit facility; 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 10Q.

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