



New Film Strategy For WWE®

01/19/2010

WWE Self-Distributes Through Samuel Goldwyn Films and Vivendi

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE Studios today announced that it will self-distribute and market its upcoming slate of nine films beginning with the summer release of the drama "Brother's Keeper" (working title) starring Patricia Clarkson, Danny Glover and WWE Superstar John Cena(R). Samuel Goldwyn Films will be WWE Studios' theatrical distribution partner in the U.S. Vivendi Entertainment will be WWE Studios' domestic DVD distribution partner.

WWE Studios remains committed to providing global audiences family-friendly filmed entertainment which leverages the World Wrestling Entertainment(R) brand and its more than 16 million weekly domestic television viewers and 500 million television households worldwide. Upcoming films will feature well-known actors and actresses in lead roles supported by WWE Superstars. WWE is slated to produce and release nine films through 2012. Upcoming projects will feature a wide range of genres including family-friendly comedies, dramas and thrillers.

Meyer Gottlieb, President, Samuel Goldwyn Films said, "We are thrilled to be working alongside the extremely talented WWE team on this very exciting endeavor. WWE is one of the most recognizable brands in the world and we look forward to bringing "Brother's Keeper" to audiences everywhere."

"We are very excited to bring established Hollywood stars such as Patricia Clarkson and Danny Glover to WWE Studios and have our Superstars join them on the silver screen," said Mike Pavone, Executive Vice President, WWE Studios. "The self-distribution model will allow WWE to maximize marketing efforts and create special event experiences at select theatres nationwide."

International DVD distribution will be handled by WWE's existing television and video partners worldwide.

"Brother's Keeper" is the seventh film to come out of WWE Studios, which was established in 2002. The family drama stars award-winning actress Patricia Clarkson ("Vicky Cristina Barcelona"), WWE Superstar John Cena ("12 Rounds"), Devon Graye ("Dexter"), Madeleine Martin ("Californication") and Danny Glover ("Lethal Weapon"). The movie is directed by Mel Damski (the Oscar nominated "Still Kicking: The Fabulous Palm Springs Follies") and written by John Posey.

This film will be followed by the fall 2010 release of the family-friendly comedy, "Knucklehead."

ABOUT WWE

World Wrestling Entertainment, Inc., 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, **PG content** across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Sydney, Tokyo and Toronto.

Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE) can be found at wwe.com and corporate.wwe.com.

ABOUT SAMUEL GOLDWYN FILMS

Samuel Goldwyn Films is a major, independently owned and operated motion-picture company that develops produces and distributes innovative feature films and documentaries. The company is dedicated to working with world renowned and emerging writers/filmmakers and committed to filmed entertainment that offers original voices in uniquely told stories. This steadfastness is best exemplified by the Academy Award(R) nominated THE SQUID AND THE WHALE and SUPER SIZE ME, AMAZING GRACE and Julie Delpy's hit comedy 2 DAYS IN PARIS. Goldwyn's recent slate featured PRICELESS, a romantic comedy starring Audrey Tautou, Academy Award winner Claude Lelouch's ROMAN DE GARE, the critically hailed ELEGY starring Academy Award nominee Penelope Cruz and Academy Award winner Ben Kingsley and the box office smash FIREPROOF. Upcoming releases include THE YELLOW HANDKERCHIEF produced by six time Academy Award winner Arthur Cohn and starring TWILIGHT'S Kristen Stewart, Academy Award winner William Hurt, Maria Bello and Eddie Redmayne and HARRY BROWN starring two time Academy Award winner Michael Caine.

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Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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 to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

Source: World Wrestling Entertainment, Inc.