



## WrestleMania® Fan Axxess Tour Gets Fans into the Action

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STAMFORD, Conn.--(BUSINESS WIRE)--

World Wrestling Entertainment(R) and its partners kick off the 2008 WrestleMania Fan Axxess tour this month, giving fans the opportunity to watch, attend, and experience all things WWE(R). Serving as the official kick-off on the "Road to WrestleMania," the award-winning annual tour is WWE's largest interactive mobile marketing initiative and is coming off a record breaking year that brought more than 237,000 fans out to various events nationwide.

The 2008 Fan Axxess Tour will invade 10 major cities across the U.S. and Canada before landing in Orlando, Fla. in March, home of WrestleMania 24. Kicking off in New York City on January 25, the tour will visit Toronto, Minneapolis, Las Vegas, Los Angeles, Houston, Chicago, Nashville and Miami. 2008 Fan Axxess Tour partners include THQ Inc., GameStop, USA Network, Sci Fi Channel and CW Network.

WWE Legends Jimmy Hart and Hillbilly Jim will host the tour, appearing in the main ring to greet fans and run ongoing contests and product giveaways from WWE and its partners. All Fan Axxess events are free and open to the public.

"The WrestleMania Fan Axxess Tour has developed into a fantastic annual event for WWE fans, affiliates, sponsors and promotional partners," says Monty Ross, Senior Director of Marketing for WWE. "In 2008, we're offering those partners new and exciting ways to tap into WWE's devoted fan base through an incredible selection of interactive elements."

Fans visiting the tour this year will find themselves with more exciting and interactive tour elements than ever before, including:

- Fans get their chance to perform their own Superstar entrance with "Extreme Entrance," presented by the CW Network. Participants are introduced with their choice of Superstar theme music and are filmed walking into the ring. The entire experience is burned on a DVD as a WWE take-home.
- "How Raw Are You?," presented by the USA Network, will pit fans against each other in a trivia contest to test their knowledge of 15 years of RAW history.
- "Superstar Ink" allows fans to brand themselves with airbrushed versions of their favorite WWE Superstar logo tattoos.
- Fans go head to head in the "'SmackDown vs. Raw 2008' Challenge" sponsored by Gamestop, playing one another in the immensely popular video game title for a chance to win a WWE Championship replica belt.
- "Fan Nation Station" will showcase WWE and partner products and services, and will survey fans for feedback on the tour.
- Various WWE Superstars will appear at each stop to greet fans and sign autographs.

The Fan Axxess Tour started in 2004. It has developed into a 4,000 square foot interactive experience filled with consumer and sponsor friendly elements and activities. WWE won a Gold Award in the Mobile Marketing category from Corporate EVENT magazine for the 2006 WrestleMania 22 Fan Axxess tour.

Additional information on World Wrestling Entertainment, Inc. (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/>

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Source: World Wrestling Entertainment

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