



# WWE Superstars Rumble In Habbo's Virtual World

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

Pixels are flying as World Wrestling Entertainment(R) takes their annual Royal Rumble(R) to Habbo's virtual world. Though the actual Royal Rumble doesn't take place until January 27, live on pay-per-view, the action on Habbo.com has already begun. And just like the real Rumble, the winner will be going to WrestleMania(R) 24 on March 30 in Orlando.

WWE began their invasion of Habbo earlier this week, engaging the largest online world for teens in one of their signature events. Already, the "Habbo Royal Rumble" has seen a huge response by users.

After being assigned a virtual avatar to one of 59 WWE Superstars, Habbo.com's 1.6 million online citizens will vote for which of the top 30 WWE Superstars they think will play various roles in the event (e.g., ultimate winner). Users who correctly predict at least one of the roles will be entered into a sweepstakes, sponsored by Habbo, for a chance to win a trip for two to WrestleMania 24 in Orlando, Fla. on March 30.

"WWE is giving fans access to our brand in new and exciting ways- utilizing virtual worlds, social networking sites, widgets, and much more," said Geof Rochester, Executive Vice President, Marketing. "This promotion with Habbo's large, active community is a perfect fit for our expanding digital footprint."

WWE engaged Millions of Us LLC, an agency specializing in virtual worlds and large online communities, to help manage the campaign.

"Habbo users are drawn to our online community for engaging activities and to be connected to the biggest names and events in entertainment," said Teemu Huuhtanen, EVP, Habbo business and President, North America. "By partnering with the WWE and Millions of Us for the Royal Rumble, we are bringing our audience to the center of sports entertainment."

"Habbo pioneered the booming youth virtual world space and is one of the most internationally successful communities of its kind," said Reuben Steiger, CEO, Millions of Us. "We're especially pleased to be inaugurating our presence in Habbo with our longstanding client WWE. That aside, the 'Habbo Royal Rumble' campaign is jam-packed with fun, innovative programming and the stakes are high - the prize is among the most valuable we've ever offered in a promotion."

Check out the promotion, including the 59 WWE avatars, at [habbo.com](http://habbo.com).

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/>

About Habbo:

Habbo is a richly colorful, multi-dimensional virtual community and game environment for teens. Users join by creating a fully customized online character called a Habbo. From there, they can explore many public hang-outs, play a variety of games, connect with friends, decorate their own rooms, and have fun through creativity and self expression. Currently there are Habbo communities in 31 countries on five continents. To date, over 86 million Habbo characters have been created and 8.3 million unique users worldwide visit Habbo each month (source: Google Analytics). Habbo is operated by Sulake Corporation, a Finnish online entertainment company.

[www.habbo.com](http://www.habbo.com)

[www.sulake.com](http://www.sulake.com)

About Millions of Us LLC

Millions of Us LLC is an agency specializing in virtual worlds and large online communities. Founded in 2006 and based in San Francisco, the agency's clients include 20th Century Fox, Warner Bros., Toyota, Microsoft, and Intel.

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Source: World Wrestling Entertainment, Inc.

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