



WWE® Sales Partners with Maxim, Major League Gaming and PBR

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE®, an integrated media organization and recognized leader in global entertainment, today announced the launch of WWE Digital Properties. The new venture enables brands to deliver targeted digital advertising across WWE.com and category leading partner brands including [Maxim](#), [Major League Gaming \(MLG\)](#), [Professional Bull Riding \(PBR\)](#) and more.

WWE Digital Properties will offer advertisers high-impact, custom online and offline campaign solutions through its contextually relevant portfolio of partners. As a result, brands can reach over 18 million unique visitors worldwide each month, particularly the sought-after Male 18-34 demographic. WWE Digital Properties' platform offers its new business partners the ability to leverage WWE's digital business in securing increased and more relevant advertising.

"WWE has a proven track record of providing targeted reach, high-impact engagement, and customizable solutions that deliver results for *Fortune 500* brands," said Andrew Judelson, Executive Vice President, Sales & Partnership Marketing, WWE. "With the launch of WWE Digital Properties, WWE can now offer advertisers even greater reach than before and its new partners greater success in the digital space."

"Brands and agencies are constantly chasing the elusive, young male audience and finding it challenging to reach them in an authentic, targeted way," said John Lane, Major League Gaming, Executive Vice President, Global Sales and Partnerships. "With our robust, engaged community of young men, Major League Gaming and WWE Digital Properties have formed a strategic alliance enabling properties to easily reach the influential demo. We look forward to working with the WWE team to present marketers with focused opportunities in the coming year."

Additional strategic partners are expected to be added to the new WWE Digital Properties platform in the coming year.

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 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, London, Mumbai, Shanghai, Singapore, Istanbul 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/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, copyrights and logos are the exclusive property of World Wrestling Entertainment, Inc. and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

WWE 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.

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