



Bad Bunny to Perform Live at WWE® Royal Rumble®

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First-Ever Live Performance Off History-Making Album

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) today announced that multi-platinum recording artist and international superstar Bad Bunny will perform his hit single "Booker T" off his new album "El Último Tour Del Mundo" live for the first time at *Royal Rumble* this Sunday, January 31 streaming live on WWE Network at 7 pm ET.

"Performing at the Royal Rumble is a childhood dream come true," said Bad Bunny. "I have been a lifelong fan of WWE and I am excited to take the stage and entertain fans around the world."

"Bad Bunny is at the top of the music industry, and a pop culture icon with strong ties to WWE and our fans around the world," said Neil Lawi, Senior Vice President and General Manager, WWE Music Group. "We are thrilled to provide a global platform for his first-ever live performance of 'Booker T' as we kick off the road to *WrestleMania*®."

Bad Bunny has taken over the global music scene as one of the most respected and talented singer-songwriters and producers of this generation. Declared the #1 artist globally of 2020 by Spotify, he has won multiple Latin Grammy Awards, American Music Awards and Billboard Music Awards for Best Reggaeton Performance, Artist of the Year and Top Latin Album of the Year among others.

Bad Bunny's most recent and third album of 2020, "El Último Tour Del Mundo" debuted at #1 on the "Billboard 200" chart, the first all-Spanish-language album to reach #1 in the 64-year history of the all-genre chart, as well as #1 on Apple Music's global "Top Albums" chart for all genres.

About Bad Bunny

Bad Bunny is proclaimed as one of the most popular artists in the world. The multi-platinum recording artist, Latin GRAMMY winner and GRAMMY nominee, consistently manages to break international barriers and dismantle cultural norms, becoming a global icon of culture and entertainment. This year he was named "Composer of the Year" by ASCAP. Following the unquestionable impact he has made across the globe, Bad Bunny became the first male reggaeton artist to appear on the cover of Rolling Stone magazine. He is also the only Latino male artist to grace the cover of the prominent The New York Times Magazine.

His most recent album, "El Ultimo Tour del Mundo" debuted at #1 on the "Billboard 200" chart becoming the first all-Spanish album to reach said position in the 64-year history of the all genre chart. The artist managed to have all his discography reach the "Billboard 200" chart, with his last 4 albums making the Top 10 and his debut album "X 100PRE" peaking at #11. This year, he was proclaimed the #1 artist globally on Spotify and the #1 Latin artist of 2020 by Billboard for second consecutive year. Bad Bunny is one of the Latin artists with the most hits to reach the global "Hot 100," having a total of 25 songs make it on the chart. Recently, the artist released his single "Dakiti" with Jhay Cortez, which made history as the first Latin song to simultaneously reach #1 on the "Billboard Global 200" and "Billboard Global Excl. U.S." as well as on Spotify's "Top 200" and Apple Music's "Top 100: Global."

Bad Bunny has also established himself as a businessman and brand ambassador, partnering with casual shoe brand, Crocs, for a special edition shoe, Bad Bunny x Crocs. The artist also joined Corona as the face to its new campaign "La Vida Más Fina." Every one of Bad Bunny's releases has left a strong mark on the history of Latin music. His artistic power and leadership in the entertainment industry position him as one of the most accomplished artists of the moment, and reaffirm his expansive reach in the music industry.

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's TV-PG, family-friendly programming can be seen in more than 800 million homes worldwide in 27 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 www.wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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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: the impact of the COVID-19 outbreak on our business, results of operations and financial condition; entering, maintaining and renewing major distribution agreements; a rapidly evolving media landscape; *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); 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 including possible disruptions and reputational risks; 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 alleging traumatic brain injury; 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 indebtedness including our convertible notes; 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 volatility 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 10-Q.

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