



UNICEF Kid Power and WWE® to Empower Youth with New Partnership

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NEW YORK & STAMFORD, Conn.--(BUSINESS WIRE)-- UNICEF Kid Power and WWE (NYSE:WWE) today announced a new partnership that will help give kids the power to save lives by connecting their everyday activity to real-world impact. This school year, UNICEF Kid Power and WWE will work together to reach at least 7,000 classrooms across the United States with WWE Superstars featured in a special collection of Kid Power Ups, which are short, interactive videos designed to get kids moving, playing and learning. With each Kid Power Up, students work together and improve social-emotional skills, and with every ten Kid Power Ups, a classroom unlocks a packet of therapeutic food.

UNICEF Kid Power is a program of UNICEF USA which helps students discover how their everyday activities – like moving and learning – can make a difference in the world. By getting active with UNICEF Kid Power, kids unlock therapeutic food that UNICEF delivers to severely malnourished children around the world. The more kids move and learn, the more lives they save. UNICEF Kid Power is free for all elementary school teachers.

"We're incredibly excited to grow our UNICEF Kid Power family by partnering with WWE," said Caryl Stern, President and CEO, UNICEF USA. "Around the world, UNICEF empowers young people to create solutions to real-world problems, and UNICEF Kid Power gives that same opportunity to children in the United States. Together, we can ensure every child is empowered to take action."

"WWE is proud to partner with UNICEF and leverage our platforms to help kids combat malnutrition the world over," said Stephanie McMahon, WWE Chief Brand Officer. "Through a series of videos with WWE Superstars, kids will be encouraged to dance and think about their personal values, goals and challenges and how they can help save other children's lives."

Nearly 17 million children worldwide suffer from the most life-threatening form of malnutrition, severe acute malnutrition. UNICEF treats children with severe acute malnutrition with Ready-to-Use Therapeutic Food packets. The average course of treatment for a severely malnourished child consists of 150 therapeutic food packets over the course of 30 days. To learn more about the UNICEF Kid Power and WWE partnership, visit

www.unicefkipower.org/wwe

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 24 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 wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>

About UNICEF USA

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more. UNICEF USA supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood. For more information, visit www.unicefkipower.org.

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

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: entering, maintaining and renewing major distribution agreements; 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; 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 relating to CTE; 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; 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 relatively small public "float" 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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Media Contacts:

Joe Villa
WWE
203-359-5175
Joe.Villa@wwecorp.com

Ann Reinking Whitener
UNICEF USA
212-922-2623
areinking@unicefusa.org

Investor Contact:

Michael Guido, CFA
203-352-8779
Michael.Guido@wwecorp.com

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