



**For Immediate Release**

## **BSKYB SECURES WWE FOR FIVE MORE YEARS**

**LONDON, January 30, 2014** – WWE® (NYSE:WWE) and BSKyB (LSE:BSY.L) have extended their partnership for five more years to exclusively broadcast WWE's weekly flagship programming to more than 15.5 million homes in the U.K. and Ireland through 2019. This new agreement carries WWE and BSKyB's partnership into a milestone 30<sup>th</sup> year.

BSkyB will continue to carry WWE's Raw® and SmackDown® programs and will add WWE Main Event® to its lineup. All programming will air in high definition on Sky Sports with additional programming available on Sky 1. All 12 WWE pay-per-views will also be available on Sky Sports Box Office including the annual pop-culture extravaganza WrestleMania®.

"WWE is brilliant entertainment, and I am delighted to once again extend our relationship with them," said Barney Francis, Managing Director, Sky Sports. "WWE is hugely popular with our viewers, and now, they can continue to watch all the big events and weekly programmes with us."

"We're proud of our 30-year partnership with BSKyB, the leader in delivering the best in sports and entertainment," said Gerrit Meier, Executive Vice President, International, WWE. "This partnership is a testament to the passion our fans have for WWE content and the long-term growth potential for our brand worldwide."

### **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 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Miami, Mumbai, Shanghai, Singapore, Munich and Tokyo.

Additional information on WWE (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 Sky**

Sky is the UK and Ireland's leading home entertainment and communications company. Around 40% of all homes have a direct relationship with Sky through its range of TV, broadband and home telephony services.

Sky is the UK's biggest investor in television content, investing more than £2.5 billion a year in channels such as Sky 1, Sky Atlantic, Sky Living, Sky Arts, Sky Sports, Sky Movies and Sky News. Around two-thirds of Sky's content spend is invested in the UK and Sky is the fastest-growing source of investment in original British programmes. More than 30 million people watch Sky content each week.

Alongside its commitment to offering customers a greater choice of high-quality content, Sky is a leading innovator. Customers enjoy total control and flexibility over their favourite TV through Sky+, watch TV on the move through Sky Go, and enjoy the best quality TV experience at home through High Definition and 3D.

Sky distributes its content broadly over several platforms, including satellite, cable, IPTV, mobile and WiFi. NOW TV, Sky's second consumer brand, builds on the company's leadership in internet TV. Sky is also the UK's fastest-growing home communications company and favourite 'triple-play' provider of TV, broadband and home phone.

Sky believes in making a wider contribution to the communities in which it operates by taking positive action on the environment, supporting grassroots sports and increasing access to, and participation in, the arts. Sky employs 24,000 people, has annual revenues of £7.2 billion and is estimated to support a £5.9 billion contribution to UK GDP. Sky is listed on the London Stock Exchange (BSY).

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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 entering into, maintaining and renewing key agreements, including television and pay-per-view programming and our new network distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties

relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the network; risks relating to new businesses generally and risks specific to the new network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; 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, 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, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.