



WWE®: Male Ratings Champ

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STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment(R)'s television programming is number one among males on all of broadcast television on Friday nights; number one among males on all of cable television on Monday Nights; and number one among male viewers on Sci-Fi.

- Friday Night SmackDown(R) on MyNetworkTV (8:00 PM ET/PT) is the number one program Friday nights on broadcast television among males under the age 50, especially the key M12-17 and M18-34 demos
- Monday Night RAW(R) on the USA Network (9:00 PM ET) is the number one entertainment program on primetime cable among male viewers (M2+), including M18-34, M18-49 and M25-54
- ECW(R) (9:00 PM ET, Tuesdays) is the number one program on Sci Fi among male viewers (M2+) including M12-17, M18-34, M18-49 and M25-54

For advertisers looking to reach the male demographic, WWE's male dominance is the reason why it is considered the best value in entertainment.

Additional information on World Wrestling Entertainment Inc (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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Source: World Wrestling Entertainment

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