



WWE® Names New Marketing Leader

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STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment, Inc. has named Michelle D. Wilson as Executive Vice President, Marketing. In her new role, Wilson will head WWE's global marketing and integrated brand initiatives, including pay-per-view, advertising, promotions, research, creative services, and public and government relations.

"Michelle brings a unique combination of sports, entertainment and brand marketing experience to WWE," said Linda McMahon, CEO, World Wrestling Entertainment. "She will be a key player in furthering the WWE brand and bringing great value to our network, advertising and promotional partners."

As the former Chief Marketing Officer of the United States Tennis Association, she was instrumental in making the US Open the highest attended annual sporting event in the world. She developed innovative advertising and promotional campaigns -- It's Showtime and The Greatest Road Trip in Sports -- that significantly elevated the image and awareness of tennis in the United States resulting in record television viewership and ticket sales. Wilson was also a pivotal player in the implementation of several innovations for the sport, including in-stadium video screens, blue courts, instant replay, celebrity entertainment and the 2004 launch of the Olympus US Open Series.

Prior to the USTA, Wilson oversaw all marketing efforts for the launch of the XFL football league, a partnership between WWE and NBC. She also held positions at the NBA in its domestic and international consumer products groups. Before her career in the sports industry, Wilson held brand management positions at Nabisco.

Additional information on World Wrestling Entertainment Inc (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/>.

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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.

Source: World Wrestling Entertainment, Inc.

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