



SKAI to Televisе Raw® and SmackDown® in Greece

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ATHENS, Greece & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) and SKAI Group today announced a new agreement to broadcast WWE's flagship programs *Raw*® and *SmackDown*® in Greece.

Every week beginning Saturday, March 2, SKAI TV will air a two-hour version of *Raw* at 12 p.m. on Saturdays and *SmackDown* at 12 p.m. on Sundays, both with Greek commentary. These shows will also be available for catch-up viewing on SKAI TV's video-on-demand platform, SKAI TV Online.

"WWE is one of the biggest sports and entertainment brands in the world with loyal fans of every age and background," said Loizos Xenopoulos, Programming Director, SKAI. "We are excited to introduce to the Greek audience these two flagship shows and we are looking forward to a long and successful collaboration with the WWE family."

"SKAI shares our vision and passion for engaging and entertaining our fans," said Michelle Wilson, WWE Co-President. "This partnership to televise *Raw* and *SmackDown* on SKAI TV, Greece's top free-to-air broadcaster, allows us to deliver action-packed, family-friendly entertainment to our fans throughout the country."

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 25 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/>

About Skai

Skai TV is the top privately owned free to air TV channel with national reach in Greece. Since April 2006, it has been broadcasting a high-quality program focusing on news with integrity and responsibility and on quality series and shows including local productions and those from international recognized television networks and content providers such as the **BBC, NatGeo, Discovery, HBO, Freemantle** and **CBS Paramount, Acun Medya** investing in advanced technological equipment.

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