



## WWE® Outperforms

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STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment(R) (NYSE: WWE) stock outperformed both the broad market indices and other entertainment companies in terms of total return\* for the calendar year 2008. Specifically, WWE stock surpassed the S&P 500, Russell 2000, and the S&P Movies and Entertainment index by 31%, 25%, and 42% respectively. A significant component of WWE's relative performance is its \$1.44 per share dividend to the Company's public shareholders. At the Company's current price, this results in a dividend yield of 15.5%.

"We believe WWE is the best value in entertainment for our networks, promotional partners, consumers and shareholders," said Linda McMahon, CEO of World Wrestling Entertainment.

WWE has announced that it will release its Q4 and full year 2008 earnings on February, 24, 2009.

\* Total Stock Return is defined as the change in stock price and value of reinvested dividends over a given period, i.e. 2008 in the above example. Investors should note that past returns are not a guarantee of future performance.

Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE) can be found at [www.wwe.com](http://www.wwe.com) and [corporate.wwe.com](http://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, 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

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