



WWE®'s Mattel Action Figure Ranks #1

02/16/2018

STAMFORD, Conn. & EL SEGUNDO, Calif.--(BUSINESS WIRE)-- According to The NPD Group, WWE had the #1 selling action figure in the U.S. in 2017, surpassing all action figure sales of other major entertainment brands and blockbuster films.*

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180216005040/en/>

WWE®'s Mattel Action Figure Ranks #1 (Photo: Business Wire)

"WWE's year-round content and unprecedented fan engagement play a key role in the success of all lines of business, including our #1 action figure," said Casey

Collins, WWE Executive Vice President, Consumer Products. "With family-friendly entertainment, a diverse portfolio of innovative toys, and an extensive roster of larger than life Superstars, our passionate fans can engage with WWE in more ways than any other entertainment brand."

As WWE's global master toy licensor since 2009, Mattel's WWE Basic Action Figure Series is the longest-running continuous action figure assortment in history. With more than 400 unique WWE Superstars in the collection, the Series celebrates the history of WWE spanning from the Legends of the 1980's to the present Superstars of today.

"WWE fans, both kids and collectors, are among the most loyal and passionate of any property. When you combine that passion with an amazing roster of Superstars, it's a magic formula for action figures," said Jason Horowitz, Senior Vice President and General Manager of Licensed Properties at Mattel. "We offer fans product with continual freshness and authenticity, and in 2018 our design team is raising the bar with new techniques to ensure our action figures are even more like their real-life Superstars."

WWE programming reaches more than 800 million homes worldwide in 180 countries and 20 languages. WWE is a \$1 billion brand at retail, has more than 850 million social media followers, and is the #1 sports channel and #2 channel overall in the world on YouTube. In 2017, WWE had more than 20 billion views alone across its digital and social platforms. This unmatched fan engagement has helped WWE remain a ratings juggernaut for more than 25 years in addition to having some of the most socially-active shows on television.

*(Source: The NPD Group/Retail Tracking Service/Dollars. Action Figure subclass.)

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 reaches more than 800 million homes worldwide in 20 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 Mattel:

Mattel (NASDAQ: MAT) is a global learning, development and play company that inspires the next generation of kids to shape a brighter tomorrow. Through our portfolio of iconic consumer brands, including American Girl®, Barbie®, Fisher-Price®, Hot Wheels® and Thomas & Friends™, we create systems of play, content and experiences that help kids unlock their full potential. Mattel also creates inspiring and innovative products in collaboration with leading entertainment and technology companies as well as other partners. With a global workforce of approximately 32,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20180216005040/en/>

Media:

WWE

Mark Vasquez, 203-352-1521

Mark.vasquez@wwecorp.com

or

Mattel

Candice Jacobson, 310-252-4619

Candice.Jacobson@Mattel.com

Source: WWE