



# WWE® Launches All- New WWE.com

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STAMFORD, Conn.--(BUSINESS WIRE)-- Today WWE (NYSE:WWE) launched an all-new [WWE.com](http://www.wwe.com), a global destination with the most immersive and personalized experience the site has ever featured, and a functional design across devices that optimizes content for fans anytime and anywhere.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160218006041/en/>

The new **New WWE.com features include:**

- [WWE.com](http://www.wwe.com) • An all-new look with a variety of site designs and experiences that change depending on the time of day and day of week that fans access the site.
- Mobile-first approach in design, delivering a seamless experience for fans across handsets, tablets or desktop computers.
- A best-in-class, innovative video experience that puts video first and nearly everywhere. The persistent, site-wide video experience presents contextually relevant clips, depending on when fans visit the site and what pages they visit.
- The launch of English, Spanish and German language sites offer locally relevant content driven by WWE teams around the world, who will curate up-to-the-minute content during and around all WWE live TV programming.
- Improved social sharing and commenting features, allowing fans to share content immediately from anywhere on the site. WWE's worldwide social media discussion will continue on [WWE.com](http://www.wwe.com) where WWE Superstar and fan social posts will be showcased and integrated into the content experience.
- Infinite scroll on the homepage and key destinations allowing users to explore unlimited content options.

"WWE has always been at the forefront of embracing new technology, and the all-new [WWE.com](http://www.wwe.com) will allow us to better serve our fans by providing them with compelling content anytime, anywhere on the platform of their choice," said Rajan Mehta, WWE Executive Vice President & Chief Technology Officer. "With locally relevant content, [WWE.com](http://www.wwe.com) will enhance the experience for our fans around the world."

WWE collaborated with Code and Theory to establish the strategy, design and development of its new website. Code and Theory has extensive experience designing successful content distribution and publishing platforms for partners including Bloomberg, Vogue and NBC.

## 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 650 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 175 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 [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/>

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; the possibility of 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 exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares 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 historical and projected 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 and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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