



## WWE® Promotes Tandy O'Donoghue

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) today announced that Tandy O'Donoghue has been promoted to Executive Vice President, Strategy & Analytics, effective March 15. In this newly created role, she will be responsible for overseeing corporate strategy, corporate and business development and data analytics for WWE. O'Donoghue will report to WWE's Chief Strategy & Financial Officer George A. Barrios.

O'Donoghue will work with WWE executives to identify and execute cross-functional high-impact initiatives including the global rollout of WWE Network, the development and execution of WWE's long-term gaming strategy and global content monetization initiatives. She will also lead WWE's efforts in securing strategic equity investments and partnerships, and will provide leadership for WWE's use of advanced data analytics to support short- and long-term decision making across the company.

O'Donoghue previously served as WWE's Senior Vice President, Affiliate Relations & Business Development, where she was responsible for the day-to-day management of WWE's pay-per-view business as well as the development and launch plans for WWE Network.

O'Donoghue holds a J.D. from Tulane University School of Law and a Bachelor of Science degree in Industrial and Labor Relations from Cornell University.

### 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 is broadcast in more than 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Miami, Mexico City, Mumbai, Shanghai, Singapore, Munich and Tokyo.

Additional information on WWE (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/>.

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 entering into, maintaining and renewing key agreements, including television and pay-per-view programming and our new network distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the network; risks relating to new businesses generally and risks specific to the new network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; 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, 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, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

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