



WWE® Does It Again, All Three Prime Time Shows Are Network No. 1's

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STAMFORD, Conn.--(BUSINESS WIRE)--

For the second time in three weeks, World Wrestling Entertainment(R) again proved to be a prime time triple threat with its three prime time programs -- "Monday Night RAW(R)," (USA, 9/8C), "Friday Night SmackDown(R)," (CW, 8/7C) and "ECW(R): Extreme Championship Wrestling(TM)" (Tuesdays, SCI FI, 10/9C) -- all achieving No. 1 status on their respective networks the week of February 12. The WWE also achieved that feat during the week of January 29.

WWE programs were No. 1 in households and total viewers for their respective networks, reaching more than 16.9 million total viewers in more than 11.6 million homes. RAW continued to demonstrate its ability to draw an audience wherever it appears on the USA schedule. The program aired on Thursday the week of Feb. 12 instead of Monday to accommodate USA's presentation of the Westminster Dog Show.

"WWE prides itself on providing programming that people love to watch, and we're proud of the fact that all three of our prime time programs on cable and broadcast networks have reached No. 1," said Kevin Dunn, Executive Vice President, Television Production. "We anticipate seeing continued interest in our programming as we build towards our biggest event of the year, WrestleMania 23."

WrestleMania 23 will be seen live on pay-per-view on Sunday, April 1, from Ford Field in Detroit.

Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE), can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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Source: World Wrestling Entertainment

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