



Sportsnet and WWE Expand Programming Agreement to Include NXT Live Broadcasts, Starting This Wednesday

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TORONTO & STAMFORD, Conn. --(BUSINESS WIRE)-- Sportsnet and WWE (NYSE: WWE) today announced an expanded agreement to air live broadcasts of NXT on Sportsnet 360 and SN NOW beginning this Wednesday, Feb. 24 at 8 p.m. ET.

Now airing live every Wednesday night on Sportsnet 360 and SN NOW, 52 weeks a year, NXT is revolutionizing the world of sports entertainment with innovative styles from trend-setting and unapologetic Superstars including Finn Bálor, Adam Cole, Io Shirai, Karrion Kross, Johnny Gargano and Candice LeRae. In addition to NXT, Sportsnet 360 will continue to air WWE's weekly flagship programs *Monday Night Raw* and *Friday Night SmackDown*, as well as *WWE Main Event*, and *This Week in WWE*. Sportsnet is also the exclusive distribution partner for WWE Network in Canada offering all WWE pay-per-view events and groundbreaking original series as a premium linear channel.

"Our fans in Canada have been all in on NXT since day one," said Paul "Triple H" Levesque, WWE Executive Vice President, Global Talent Strategy & Development. "We're thrilled about this expanded partnership with Sportsnet which will help us grow NXT's reach throughout the country and introduce even more fans to the newest generation of WWE Superstars."

"WWE provides some of the most electrifying entertainment in all of sports, and the passion of their fanbase in Canada is second to none," said Greg Sansone, Vice-President, Programming, Sportsnet. "Reinforcing our already robust slate of live WWE programming with NXT was an easy choice and one our audiences have been asking for. We can't wait to see the newest generation of Superstars live in action every Wednesday night."

In 2014, Sportsnet and WWE signed a historic 10-year broadcast agreement, making Sportsnet the exclusive distributor of WWE programming in Canada through 2024.

About Sportsnet

Sportsnet is Canada's #1 sports network. Uniting Canadians through sport, Sportsnet's multimedia offerings include Sportsnet (consisting of 4 regional channels: East, Ontario, West, and Pacific), Sportsnet ONE, Sportsnet 360, Sportsnet World, the Sportsnet Radio Network, Sportsnet.ca, Sportsnet NOW, SN NOW+, the Sportsnet app, and podcasts. Sportsnet is the official Canadian NHL national multiplatform rights holder, and is the regional broadcaster for the Vancouver Canucks, Calgary Flames, Edmonton Oilers, and Toronto Maple Leafs. Sportsnet also has extensive coverage of the Toronto Blue Jays and Toronto Raptors, as well as NBA, MLB, Grand Slam of Curling, Rogers Cup, CHL, IndyCar, WWE, Super League Rugby, Premiership Rugby, Bundesliga, FA Women's Super League, and FA Cup. Sportsnet is part of Rogers Sports & Media, which is a subsidiary of Rogers Communications Inc. (TSX, NYSE: RCI). Visit Sportsnet.ca.

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's TV-PG, family-friendly programming can be seen in more than 900 million homes worldwide in 28 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/>.

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, maintaining and renewing major distribution and event agreements; *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); 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 including possible disruptions and reputational risks; 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 alleging traumatic brain injury; 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; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; 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 volatility 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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