



WWE® and On Location Announce Exclusive Hospitality Partnership for Premium Live Events

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NEW YORK & STAMFORD, Conn. --(BUSINESS WIRE)-- WWE (NYSE: WWE) and On Location, a leader in the premium experiential hospitality business, today announced an exclusive multi-year partnership that will deliver world-class experiences to WWE fans. The new partnership will provide fans with hospitality packages to all of WWE's biggest events, including *WrestleMania*, *SummerSlam*, *Royal Rumble*, *Survivor Series* and *Money In The Bank*. The first packages will go on sale today at 12 pm EST for *Money In The Bank* at Allegiant Stadium in Las Vegas this July.

As WWE's exclusive hospitality provider for premium live events, On Location will curate best-in-class, elevated offerings to give WWE fans an unforgettable experience from the moment of purchase. The all-inclusive ticket and travel packages will include premier seating, premium hospitality offerings and meet-and-greets with WWE Superstars and Legends.

"On Location has an incredible track record of creating memorable experiences around the biggest events in sports and entertainment," said Scott Zanghellini, WWE Senior Vice President, Revenue Strategy & Development. "We believe this partnership will set a new standard for WWE hospitality and furthers our commitment to providing our fans with world-class accommodations at WWE's premium live events."

"WWE is one of the premier sports and entertainment organizations in the country and is known for giving their passionate fan base exactly what they want," said Paul Caine, President, On Location. "This partnership is the next step in that commitment, and we look forward to working with them to create truly once-in-a-lifetime fan experiences across their dynamic live event portfolio."

On Location has over two decades of experience in redefining luxury hospitality and experiences for marquee live events around the world and currently works with over 150 iconic rights holders including the NFL, UFC, NCAA and the IOC to provide curated hospitality offerings and host exclusive events in an official capacity.

For more information about On Location's offerings for WWE events, visit <https://onlocationexp.com/> or call 855-346-7388.

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, premium live events, digital media, and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India, and Rogers. The award-winning WWE Network includes all premium live events, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network.

Additional information on WWE (NYSE: WWE) can be found at wwe.com and corporate.wwe.com.

About On Location

On Location is a global leader in premium experiential hospitality, offering ticketing, curated guest experiences, live event production and travel management across sports, entertainment, fashion and culture. On Location provides unrivalled access for corporate clients and fans looking for official, immersive experiences at marquee events, including the Olympic and Paralympic Games, Super Bowl, NCAA Final Four, New York Fashion Week and more. An official partner and/or service provider to over 150 iconic rights holders, such as the IOC (Paris 2024, Milano Cortina 2026, LA 2028), NFL, NCAA, UFC and PGA of America, and numerous musical artists and festivals, the company also owns and operates a number of its own unique experiences. On Location is a subsidiary of Endeavor, a global entertainment, sports and content company.

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: the impact of the COVID-19 outbreak on our business, results of operations and financial condition; entering, maintaining and renewing major distribution and licensing agreements; a rapidly evolving media landscape; *WWE Network*; 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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