



360 OTC Presenting Sponsor of WrestleMania®23, Views WWE® and NASCAR As Unbeatable Combination

02/28/2007

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

Rockford-Montgomery Labs, a pharmaceutical manufacturing and distribution company, announced today that its 360 OTC pain reliever brand is this year's presenting sponsor of WrestleMania, and the "Official Pain Relief of WrestleMania 23."

The presenting sponsorship provides 360 OTC with maximum exposure within WWE's television, live event and broadband platforms, as well as national and local external print, television, radio, cinema, and out-of-home advertising campaigns for WrestleMania 23, valued at more than \$20 million.

"We're very excited that 360 OTC has selected WWE and WrestleMania to be its first major sponsorship outside of NASCAR and professional racing," said Kurt Schneider, WWE's Executive Vice President, Marketing. "WrestleMania's status as a pop culture icon and must see event creates an ideal media platform from which to promote a product, and WWE will use all its resources to promote the 360 OTC family of pain relievers to our ardent fan base."

"WWE is the best brand available to lock 360 OTC into our demographic and WrestleMania is an event on par with the Super Bowl," said Michelle Shearer, CEO of Rockford-Montgomery Labs, Inc. "We see the combination of WWE and NASCAR to be an unbeatable one-two punch to reach our audience with our 360 OTC brand of pain relievers, which is specifically branded to fit sports enthusiasts active lifestyles."

360 OTC is heavily involved in NASCAR through its support of Bill Davis Racing. 360 OTC also has a multi-year sponsorship deal with The World of Outlaws Late Model Series.

As part of its relationship with 360 OTC, WWE will be branded on Jeremy Mayfield's No. 36 Toyota Camry that Bill Davis Racing is fielding in the 2007 NASCAR NEXTEL Cup Series. WWE also will have WrestleMania promoted on the 360 OTC SKYSCREEN(TM) airship, containing the first high resolution full-motion, full-color video LED screen ever flown in the U.S.

Fans from 22 countries and all 50 states are scheduled to attend WrestleMania 23. WWE's annual pop culture extravaganza will be seen by millions more in more than 90 countries worldwide. A global phenomenon, last year hundreds of national, local and regional media outlets from around the world reported on WrestleMania 22, with media from the U.S., Mexico, Canada, the United Kingdom, Germany and Japan in attendance at the event.

Rockford-Montgomery Labs is the innovator of 360 OTC(TM), a line of FDA over-the-counter (OTC) approved pharmaceuticals which include a pain reliever/fever reducer, alertness aid, heartburn reliever and two overindulgence reliever sold in CVS, Wal-Mart and Target.

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

Trademarks: The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc. All other trademarks are the property of their respective owners.

Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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 to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our Board of Directors may consider relevant.

Source: World Wrestling Entertainment

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