



WWE® and ProSiebenSat.1 Announce Multi-Platform Partnership

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MUNICH--(BUSINESS WIRE)-- WWE and ProSiebenSat.1 today announced an expansive multi-year rights deal to deliver WWE's unique, family-friendly content to the German and Austrian markets through Free TV, Pay TV and SVOD. The partnership includes:

- WWE pay-per-view events on Germany's largest online video store, www.maxdome.de, including WrestleMania 30 which will be available live to all fans for the first time on Monday, April 7 at 1:00 am and on demand.
- *Monday Night Raw*®, the longest-running weekly episodic program in U.S. primetime TV history, on ProSieben FUN pay TV.
- *SmackDown*® on ProSieben MAXX free TV every Saturday at 11:00 pm beginning April 5.
- *NXT*® on ProSieben FUN pay TV.

WWE combines compelling storylines with an exciting mix of in-ring action, featuring WWE Superstars John Cena®, Randy Orton®, Alberto Del Rio®, Daniel Bryan® and many more.

This year, *WrestleMania 30* takes place on Sunday, April 6 at the Mercedes-Benz Superdome in New Orleans, LA and will be televised in more than 100 countries.

"This cooperation with WWE creates tremendous added value for our viewers and customers. WWE is well recognized in Germany and has a loyal and growing fan base," said COO of ProSiebenSat.1 Digital. "We will be showcasing some of the very best programming WWE has to offer across our various platforms including SmackDown on ProSieben Maxx and the huge event WrestleMania 30 which will be available live as a pay-per-view for the first time on www.maxdome.de."

"This new deal with ProSiebenSat.1 provides WWE fans with a great choice of platforms with massive reach to follow the storyline of WWE's flagship programming," said Stefan Kastenmueller, General Manager of WWE Germany. "Coupled with the increased activities from our team to bring the very best of all of our lines of business to the German market including Live Events, PPV, Consumer Products and Digital Services, we are set to solidify WWE's footprint in Germany"

About ProSiebenSat.1

The ProSiebenSat.1 Group

The ProSiebenSat.1 Group is one of the leading media corporations in Europe. We reach more than 41 million TV households with our free TV stations in Germany, Austria and Switzerland. Free TV financed by advertising is our core business. Alongside a strong digital and ventures portfolio, the Group also has an international production network. This means, ProSiebenSat.1 has a broad and solid revenue and profit basis.

Our free TV stations SAT.1, ProSieben, kabel eins, sixx, SAT.1 Gold and ProSieben MAXX are positioned to complement each other and reach all commercially relevant target groups in the German-speaking countries. With our successful stations and far-reaching digital services, we are the leading video sales company in Germany. Our digital activities range from Germany's largest video-on-demand portal maxdome, the online platform MyVideo and online games from ProSiebenSat.1 Games to SevenVentures GmbH, which is establishing an attractive investment portfolio of media investments. In addition, with Starwatch we own an independent music label. With the Red Arrow Entertainment Group, we produce international TV programs and sell them to TV stations worldwide. Red Arrow is represented with 18 production companies in nine countries. Our headquarters are located in Unterföhring near Munich. ProSiebenSat.1 Media AG was established in 2000. The Group is listed and employs more than 3,000 staff in 12 countries.

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, Mexico City, Miami, Mumbai, Shanghai, Singapore, Munich and Tokyo.

Additional information on WWE (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/>.

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; risks relating to the launch and maintenance of our new network; 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; uncertainties relating to regulatory matters; risks resulting from the highly competitive and fragmented 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; the risk of accidents or injuries during our physically demanding events; risks associated with producing and travelling to and from our large live events, both domestically and internationally; risks relating to our film business; risks relating to new businesses and strategic investments; risks relating to our computer systems and online operations; risks relating to general economic conditions and our exposure to bad debt risk; risks relating to litigation; risks relating to market expectations for our financial performance; risks relating to our revolving credit facility; 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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