Army National Guard Rolls With WWE®

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STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment, Inc(R) and the Army National Guard have announced that it will be the presenting sponsor of the 25th Anniversary of WrestleMania(R) and WrestleMania Axxess. Set to take place at Reliant Stadium in Houston, Texas on Sunday, April 5, the Army National Guard will utilize the partnership with WWE to enhance their recruiting and activation goals for 2009.

The presenting sponsorship provides the Army National Guard maximum exposure through combined promotional outreach to WWE's more than 15 million weekly viewers nationwide on television, publishing and digital platforms leading up to the 25th Anniversary of WrestleMania.

"WWE is proud to partner with such a significant and renowned organization like the Army National Guard. We know that they will be well received by the WWE Universe," said Donna Goldsmith, COO of World Wrestling Entertainment.

"We are extremely thrilled to work with WWE and tap into the millions of loyal and passionate fans. This is a great opportunity for our recruitment and activation outreach," said LTC Joseph Day, Chief Army National Guard Marketing and Advertising.

The Army National Guard will present "The Combat Zone" at WrestleMania Axxess taking place on Thursday, April 2 through Sunday, April 5 at the Reliant Center in Houston, Texas. The Army National Guard's "Combat Zone" includes interactive and other exhibit elements such as an obstacle course, helicopters, a virtual shooting range, and more, all designed to educate and build interest in the Army National Guard.

For the live 25th Anniversary of WrestleMania event, the Army National Guard will have a large presence throughout the stadium. Fans from 23 countries and all 50 states are scheduled to attend the milestone event in Houston, Texas.

WWE's annual pop culture extravaganza will be seen by millions more in 100 countries worldwide. A global phenomenon, last year hundreds of national, local and regional media outlets from around the world reported on WrestleMania XXIV in Orlando, Florida.

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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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.

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