



Friday Night SmackDown® Headed to Puerto Rico the Night Before Backlash®

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Presale Combo Tickets on Sale This Monday, March 20 at 12 Noon ET

STAMFORD, Conn.--(BUSINESS WIRE)-- Following the high volume of *Backlash* ticket pre-registrations for the Saturday, May 6 event in San Juan, WWE (NYSE: WWE) today announced that *SmackDown* will also be headed to Puerto Rico that weekend. *SmackDown* will emanate from the same venue – Coliseo de Puerto Rico José Miguel Agrelot – on Friday, May 5.

The announcement was made in conjunction with the Puerto Rico Convention Center District Authority (PRCDA) and the Puerto Rico Tourism Company.

“The PRCDA and the Puerto Rico Tourism Company have a phenomenal track record of delivering large-scale events to the island,” said John Porco, WWE Executive Vice President, Live Events. “Their partnership and support have allowed WWE to bring not just one – but two – nights of sports entertainment to Coliseo de Puerto Rico José Miguel Agrelot this May.”

“Puerto Rico is a world-class entertainment destination. We have proven ourselves time and time again by hosting worldwide known and recognized events. Our unique venues provide the perfect settings to receive our visitors and to guarantee them an incredible experience. We are proud and very excited to host one of the most-anticipated events of this year”, said Mariela Vallines, Executive Director of the Puerto Rico Convention District Authority.

“Puerto Rico is a renowned, successful host of sporting events due to its state-of-the-art modern infrastructure, air-and-sea accessibility, variety of accommodations, experienced production staff and its warmth and hospitality. Events such as WWE’s *Backlash* and *SmackDown* provide a great venue to showcase the island’s assets both as a diverse travel destination, and an ideal location to hold international events such as this,” said Carlos Mercado Santiago, Executive Director of the Puerto Rico Tourism Company.

Hosted by two-time GRAMMY® award-winning and global recording artist Bad Bunny, *Backlash* marks the first WWE premium live event to take place in Puerto Rico since January 2005.

An exclusive presale opportunity for combo tickets for *Friday Night SmackDown* and *Backlash* will be available this Monday, March 20 at 12pm ET via Ticketera.com. Fans can register now to receive an exclusive presale offer by visiting <https://www.wwe.com/backlash-presale-registration>.

General public on-sale for combo tickets will be available this Tuesday, March 21 at 10am ET via Ticketera.com

Additional details on individual tickets being released for each event will be announced in the coming weeks.

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 TVPG programming can be seen in more than 1 billion homes worldwide in 30 languages through worldclass distribution partners including NBCUniversal, FOX, 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 can be found at wwe.com and corporate.wwe.com.

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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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