



# WWE® and DraftKings Announce New Partnership

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STAMFORD, Conn. & BOSTON--(BUSINESS WIRE)-- WWE (NYSE:WWE) and DraftKings Inc., a leading destination for daily fantasy sports, today announced a new partnership, which will offer one fan a chance to win the ultimate trip to *SummerSlam*®, WWE's biggest event of the summer. Beginning today and running through April 15, 2015, fans will compete in the "Ultimate SummerSlam Experience" through select professional basketball contests in order to win unique WWE prizes on DraftKings.

The winner and a guest will travel to Brooklyn, New York, attend *SummerSlam* at Barclays Center on Sunday, August 23, get access to a VIP party, and meet WWE Superstars and Divas. Additionally, DraftKings will be a promotional partner for *SummerSlam*, which includes integration within the event's telecast on WWE Network and pay-per-view, and custom digital and social media activations across WWE's global platforms. To promote the contest, DraftKings will also run an integrated media campaign on WWE's platforms during key promotional periods leading up to WWE's pop-culture extravaganza, *WrestleMania 31*®, which takes place on Sunday, March 29 from Levi's Stadium in Santa Clara, Calif.

"As daily fantasy sports continue to grow in popularity, we've seen dramatic growth in interest from fans in the WWE community," said Jason Robins, Co-founder and CEO of DraftKings. "WWE is extremely creative when it comes to engaging their fans, and has been a great partner for DraftKings in developing contests and one-of-a-kind new experiences that fans are sure to enjoy."

"We are always looking for innovative ways to deliver unique experiences to our fans," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "WWE's partnership with DraftKings will deliver an extraordinary opportunity to our fans, while providing DraftKings with maximum exposure during two of our biggest global events, *WrestleMania* and *SummerSlam*."

For more details about the DraftKings contest, [click here](#) to download an exclusive video by WWE Divas The Bellas™ and [here](#) for a video of WWE Superstar The Miz®. The contest will run through April 15, 2015. Please visit <https://www.draftkings.com/wwe> for full contest rules and timing.

## About DraftKings

Launched in April 2012, Boston-based DraftKings, Inc. is a leading online gaming destination where players engage in daily fantasy sports competitions across fantasy professional football, baseball, golf, basketball, hockey, soccer, and mixed martial arts, and college football and basketball. DraftKings offers free and pay contests every day that award cash prizes. All **contests** feature a salary cap format, and new contests are offered every day with instantaneous prize distribution for winners. For more information, visit DraftKings at [www.draftkings.com](http://www.draftkings.com), like DraftKings at [www.facebook.com/draftkings](http://www.facebook.com/draftkings), and follow DraftKings at [www.twitter.com/draftkings](http://www.twitter.com/draftkings).

## 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 reaches more than 650 million homes worldwide in 35 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 170 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [www.wwe.com](http://www.wwe.com) and [corporate.wwe.com](http://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: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; 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; 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 relating to CTE; 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; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which 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 relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and 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, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150318006014/en/>

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