



Orlando To Host WrestleMania® 24 At Citrus Bowl In 2008

03/21/2007

ORLANDO, Fla.--(BUSINESS WIRE)--

The City of Orlando announced today that it has acquired the rights to present one of the world's largest annual pop culture events. WWE(R)'s WrestleMania 24 will take place on Sunday, March 30, 2008, at the Citrus Bowl in downtown Orlando. A crowd of more than 60,000 fans from around the world is expected to attend.

The announcement was made by Orlando Mayor Buddy Dyer and World Wrestling Entertainment(R) Chairman Vince McMahon at a news conference at Orlando City Hall. Joining them was John Saboor, President of the Central Florida Sports Commission, who has negotiated the arrangement on behalf of Mayor Dyer. In addition, a number of WWE Superstars, including WWE Champion John Cena(R) and World Heavyweight Champion Batista(TM), participated in the news conference, which was attended by hundreds of local business and community leaders.

"The advantage of aligning our community with one of the world's most famous and exciting brands is immeasurable," said Orlando Mayor Buddy Dyer. "Tens of thousands of visitors from around the world will visit our city next March for WrestleMania 24. Additionally, for the next twelve months, Orlando will be recognized as the home of the Super Bowl of sports entertainment to millions of WWE fans around the world, creating invaluable exposure. We are tremendously honored to welcome this great event to the City of Orlando for the first time."

"We are always attempting to align our community with gold standard events," noted John Saboor, president of the Central Florida Sports Commission. "Today we accomplished that goal by working with our partner at the City of Orlando to welcome WrestleMania 24. The Sports Commission has a great interest in pursuing additional sports entertainment events, and we eagerly look forward to working with Vince McMahon and the WWE to make next March the best WrestleMania yet."

"It's about time Florida hosted a WrestleMania," said Vince McMahon, WWE Chairman. "We could not be more excited about bringing WrestleMania, the world's No. 1 sports entertainment event, to Orlando, the No.1 tourist destination in the world."

WrestleMania has grown into a global sensation. In less than 2 weeks, on Sunday, April 1st, WrestleMania 23 at Detroit's Ford Field will host fans from 23 countries, all 50 states and 9 Canadian provinces. Millions more in 90 countries will watch it on pay-per-view.

According to figures generated by the Central Florida Sports Commission, WrestleMania 24 is expected to pump an estimated \$25 million into the local economy, while creating jobs and generating the type of excitement that a world class event brings to a world class city.

WrestleMania is more than a one-night event. This year in Detroit during the week of WrestleMania 23, WWE will present the 2007 Hall of Fame Induction Ceremony, the annual Bacon, Bagels and Biceps Brunch, the National WrestleMania Reading Challenge, as well as opportunities to meet WWE Superstars and Divas at various public appearances around town, including visits to local schools and libraries. Fans in Orlando can expect the same up-close and personal experience when WrestleMania 24 comes to their city.

For more information on the WWE (NYSE: WWE) and WrestleMania 24, contact Gary Davis, WWE VP of Corporate Communications (Gary.davis@wwecorp.com), 203-353-5066

Trademark Note: All World Wrestling Entertainment, Inc. programming, talent names, images, likenesses, slogans, wrestling moves, and logos are the exclusive property of World Wrestling Entertainment, Inc. ECW is a trademark of WWE Libraries, Inc. All other trademarks, logos and copyrights are the property of their respective owners."

Source: World Wrestling Entertainment, Inc.

Contact: Central Florida Sports Commission Jason Maderer, 407-648-4900 ext. 16 jmaderer@orlandosports.org or City of Orlando Heather Allebaugh, 407-246-3423 Heather.Allebaugh@CityofOrlando.net