



# WWE® and NBCUniversal Launch 'For The Hero In All of Us' Brand Campaign

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## ***New Multi-Platform Opportunities for Advertisers to Integrate with WWE***

NEW YORK & STAMFORD, Conn.--(BUSINESS WIRE)-- NBCUniversal and WWE today unveiled a comprehensive brand campaign, "For The Hero In All of Us," that will air across NBCUniversal's expansive network of two broadcast networks, 17 cable channels and more than 50 digital properties in addition to all of WWE's platforms. In conjunction, NBCUniversal and WWE will engage consumers through #MyHerols inviting fans to name their favorite WWE Superstars and share personal and inspirational stories of heroism.

Below is the spot for the new campaign:

<http://youtu.be/STb9Jq1FDaw>

In addition, advertisers can work with NBCUniversal and WWE in new ways to tap into the scale and reach of WWE's multimedia platforms, which all deliver a TV-PG family-centric, multigenerational and multicultural audience. As part of the suite of NBCUniversal and WWE assets offered together for the first time, the companies have created bigger, more immersive opportunities than ever before for advertisers, including multiplatform, customized and turnkey initiatives around marquee tentpole events. Advertisers will also have unprecedented access to WWE Superstars and Divas for the creation of custom on-air campaigns, in-show integrations and social campaigns.

"WWE is one of the biggest, family-friendly, year-round programming opportunities on TV," said Dan Lovinger, Executive Vice President, Advertising Sales, NBCUniversal. "We wanted to bring all of WWE's brands, properties and platforms together so advertisers can more easily benefit from the massive and passionate audiences its live entertainment attracts. Our teams are excited to develop unique marketing campaigns for our partners in conjunction with the WWE."

"Our new campaign illustrates all that is great about the WWE brand from our charismatic and athletic Superstars to our multigenerational and multicultural audience, and our commitment to giving back," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "In partnership with NBCUniversal, we now have unprecedented opportunities for advertisers to engage our fans and Superstars while leveraging all of our platforms, including television, live events, digital and social media."

Four key, tentpole marketing opportunities have been created for advertisers to take advantage of by utilizing WWE's powerful engagement at scale:

- "The Road To WrestleMania" – a 32-day build up to the Super Bowl of sports entertainment.
- "The Slammy Awards" – an amped up version of WWE's annual awards show that moves to first quarter in the heart of the red carpet season.
- "Champions of Fatherhood" – a special series which turns the spotlight on America's unsung heroes.
- "Heroes of Tomorrow" – a way to highlight WWE's legion of young fans.

## **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 [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>.

## **ABOUT NBCUNIVERSAL**

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

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/20150323005660/en/>

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