

Kid Rock and Nicole Scherzinger from the Pussycat Dolls to Perform at WrestleMania®

03/24/2009

STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment(R) announced that Kid Rock and lead Pussycat Doll, Nicole Scherzinger, will perform at the 25^{th} Anniversary of WrestleMania on April 5 at Reliant Stadium in Houston, Texas.

Five-time Grammy(R) nominated artist Kid Rock is slated to play a medley of his hit songs, including "Cowboy," "Bawitdaba," "Rock N Roll Jesus" and "So Hott."

In WrestleMania tradition, Nicole Scherzinger will open the show with a heartwarming rendition of "America the Beautiful." Scherzinger joins many musical legends including Ray Charles, Aretha Franklin, Ashanti and John Legend, who have kicked-off the pop cultural extravaganza.

Fans from 24 countries, including all 50 states and 7 Canadian provinces, are expected to attend the event, making the 25th Anniversary of WrestleMania an event only two of America's biggest recording artists could handle.

Tickets for 25th Anniversary of WrestleMania are still available at Ticketmaster outlets throughout Texas and worldwide at www.ticketmaster.com. Be sure to get yours now to be part of history on April 5, 2009, at 6:30 p.m. ET / 5:30 p.m. CT at Reliant Stadium in Houston.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, copyrights and logos are the exclusive property of World Wrestling Entertainment, Inc. and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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.

Source: World Wrestling Entertainment, Inc.

Contact: World Wrestling Entertainment, Inc. Media: Kevin Hennessy, 203-352-8657 kevin.hennessy@wwecorp.com or Investor: Michael Weitz, 203-352-8642