



WWE® To Launch Cutting Edge "WWE Kids" Magazine

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STAMFORD, Conn.--(BUSINESS WIRE)--

World Wrestling Entertainment(R) is debuting "WWE Kids," an exciting new consumer magazine targeting 6-14 year olds. The bi-monthly title launches April 15, beginning with the much anticipated May/June issue. The launch will be supported with a comprehensive cross-platform blitz, including a 100,000-unit pallet promotion in Wal-Mart stores.

"With content ranging from fitness and nutrition to geography to esteem building, 'WWE Kids' will appeal to children, their parents, and their teachers. Young fans will get to know their favorite Superstars through activity-based art projects, fun games, interviews and trivia," said Tony Romando Vice President, Editorial Director.

Every week, more than 2.6 million young fans, ages 6-14, tune-in to WWE's top-rated television programs on USA Network, The CW and SCI FI Channel. In the fourth quarter of 2007, WWE reached more kids under age 18 during the average week than the total day average deliveries of Disney Channel, Cartoon Network and Nickelodeon combined. "WWE Kids" will tap into these youthful WWE enthusiasts and also encourage their friends to become fans as well. "The WWE brand appeals to millions of fans worldwide. 'WWE Kids' Magazine is a logical brand extension that is specifically designed for our younger audience," stated Bob Lee, Vice President, Publishing Director.

"The WWE youth initiative, which includes the new 'WWE Kids' magazine and the WWE website for kids, are all part of WWE's recommitment to provide its young audience with new, fun, age-appropriate content," said Shane McMahon, Executive Vice President, Global Media.

Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE) can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>

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Source: World Wrestling Entertainment, Inc.

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