



Phat Fashions Kids Join Raven-Symone to Help WWE and the Make-A-Wish Foundation® Make Wishes Come True

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

Phat Fashions Kids will join Raven-Symone as participants in World Wrestling Entertainment(R)'s biggest wish-granting event ever at WrestleMania XXIV on March 30 in Orlando, Fla.

As part of the WWE's expanded partnership with the Make-A-Wish Foundation, 50 children with life-threatening medical conditions will have their heartfelt wishes fulfilled at WrestleMania XXIV, making it the WWE's largest wish-granting event ever.

All of the children and their families will participate in a fun-filled weekend that kicks off with a private meet-and-greet with WWE Superstars hosted by WWE Superstar Rey Mysterio on Friday, March 28. Phat Fashions Kids (Phat Farm Boys/Baby Phat Girlz) will raffle off gift certificates.

On Saturday, March 29, the David Maus Foundation will hold a pizza party at Universal Studios Florida hosted by WWE Superstar John Cena. (The Make-A-Wish Foundation recently honored Cena for granting his 100th wish. To view the news conference announcing this milestone, go to <ftp://germftp10:ww3prlvAt3@webftp.wwe.com> and click on the file Make A Wish.) Phat Fashions Kids will provide a gifting table offering apparel and promotional items, photo booths featuring customized photos, and a raffle for a family lifestyle basket to be awarded at the Bacon, Bagels and Biceps brunch on Sunday, March 30. Wish kids and their families will also enjoy complimentary admittance to both Universal Studios Florida and Islands of Adventure theme parks courtesy of Universal Orlando Resort.

On Sunday, March 30, popular television, music and movie star Raven-Symone will join the wish kids and their families at the Bacon, Bagels and Biceps brunch, where they will be formally inducted into the WWE Make-A-Wish Circle of Champions and mingle with some of their favorite WWE Superstars. Raven will also accompany the children to WrestleMania XXIV, where they will be WWE's special guests of honor.

Phat Fashions was founded in 1992 and is a multi-million dollar business which mixes the urban aesthetics of the streets with the preppy culture of the Ivy League. Phat Fashions delivers a universal message that breaks stereotypes and ethnic boundaries, setting the new standard in sportswear and establishes the company as the complete American lifestyle brand.

Raven-Symone is well known as the star of That's So Raven, The Cheetah Girls series and The Cosby Show as well as the Dr. Dolittle film series. She has also released three successful albums as a musician. Raven is starring in and executive producing the upcoming film College Road Trip, which was released on March 7 by Walt Disney Pictures and co-stars Martin Lawrence. Information on College Road Trip is available at <http://disney.go.com/disneypictures/collegeroadtrip/>. Her fourth album - titled Raven-Symone - will be released on April 29, 2008. The new single "Double Dutch Bus" is also featured in College Road Trip. Raven recently launched her own website Raven-Symone Presents (www.ravensymonepresents.com) which is an online destination and digitally syndicated series providing broadband video content containing "how-to" information and entertainment.

WWE has been one of the Make-A-Wish Foundation's most enthusiastic wish granters for more than 20 years, fulfilling the wishes of hundreds of children with life-threatening medical conditions. WWE and the Make-A-Wish Foundation recently announced a new, expanded multi-year working agreement. The involvement of popular apparel companies like Phat Fashions Kids, entertainment and theme park companies like Universal, and celebrities such as Raven-Symone add an even bigger and more star-studded atmosphere to WWE and Make-A-Wish(R) events and ensures that the wish recipients truly have an unforgettable experience.

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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