



John Cena™ Takes on Triple H™ at the Greatest Royal Rumble®

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Tickets Available This Saturday, March 31

RIYADH, Saudi Arabia & STAMFORD, Conn. --(BUSINESS WIRE)-- For the first time since 2010, John Cena will go head-to-head with Triple H at the *Greatest Royal Rumble* event at the King Abdullah Sports City Stadium in Jeddah, Saudi Arabia on Friday, April 27 at 7:00 p.m. AST. Tickets for this historic event are available this Saturday, March 31 at 12 midnight AST via ticketingboxoffice.com. Tickets will also be available at 10 a.m. AST at Virgin stores throughout Saudi Arabia. Ticket prices start at 20 SAR.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180326005747/en/>

Additionally, the *Greatest Royal Rumble* event will feature an Intercontinental Championship Ladder Match: Seth Rollins™ vs. Finn Bálor™ vs. The Miz™ vs. Samoa Joe™ and a Raw Tag Team Championship Match: The Hardy Boyz™ vs. Sheamus™ and Cesaro™. A Ladder Match is when a Championship title belt is suspended above the ring, and the first Superstar to climb to the top of a ladder and retrieve the title is the winner and Champion.

General Sports Authority of Saudi Arabia Chairman, His Excellency Turki Al Sheikh, WWE Chairman & CEO Vince McMahon, and the Kingdom of Saudi Arabia, invite the world to celebrate this signature event, which includes the first-ever 50-man *Greatest Royal Rumble* match and seven championship matches.

Fans will also get to see WWE Superstars Roman Reigns™, AJ Styles™, Braun Strowman™, The New Day™, Randy Orton™, Bray Wyatt™ and Shinsuke Nakamura™, among others.

The inaugural Greatest Royal Rumble will deliver live family-friendly entertainment to passionate fans across the Middle East. It is the first event as part of a long-term partnership between WWE and the Kingdom of Saudi Arabia.

Additional event details, including broadcast information, will be available in the coming weeks.

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's TV-PG, family-friendly programming can be seen in more than 800 million homes worldwide in 20 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 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 and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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

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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