



WWE® Launches Global Fundraiser to Benefit Boys & Girls Clubs of America

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) today announced the launch of this year's Superstars for Hope, a global online fundraising campaign with Prizeo, that will give one lucky winner the Ultimate *WrestleMania* 34 Experience in New Orleans with proceeds benefiting Boys & Girls Clubs of America.

Fans can now visit www.Prizeo.com/WWE and have the opportunity to donate as little as \$10 for a chance to win the Ultimate *WrestleMania* 34 Experience. Those who support the campaign will also have the opportunity to win additional rewards, based on their donation amount.

"For the second year in a row, WWE's 'Superstars for Hope' campaign will support Boys & Girls Clubs of America to further enhance their efforts to enable young people to reach their full potential," said Stephanie McMahon, WWE Chief Brand Officer. "WWE is committed to using the power of our brand to give back and leave a lasting impact on local communities."

"Boys & Girls Clubs of America is honored to receive support from WWE's Superstars for Hope campaign," said Frank Sanchez, National Vice President, Business & Community Affairs. "WWE and Boys & Girls Clubs of America have formed a tremendous partnership where together we provide Club kids all across the U.S. with the tools and skills to eradicate bullying in their communities. We are thankful to have a partner like WWE that cares so deeply about America's youth."

The Ultimate *WrestleMania* 34 Experience includes:

- 2 Ringside Tickets to *WrestleMania* 34 including:
 - Meet and greet with WWE Superstars
 - Exclusive sneak peek of the *WrestleMania* set before doors open
 - Picture on the ramp before *WrestleMania*
 - Backstage tour of Mercedes-Benz Superdome and get interviewed on the *WrestleMania* set
 - Design your own *WrestleMania* ring gear and have a photo shoot
- 2 VIP Tickets to the WWE Hall of Fame 2018
 - Walk the red carpet during the Hall of Fame Pre-Show
 - Sit in talent section during the Hall of Fame Induction Ceremony
- 2 VIP Tickets to *WrestleMania* 34 Axxess, WWE's ultimate fan event
- 2 Ringside Tickets to *NXT TakeOver: New Orleans*
 - Backstage meet and greet with NXT Superstars
- 2 Invitations to *WrestleMania* Week private events
- WWE Championship Title autographed by WWE Superstars
- Roundtrip airfare for two people plus hotel accommodations for three nights in New Orleans

Fans can click [here](#) now through Friday, April 21, to donate for their chance to win.

About Boys & Girls Clubs of America

For more than 150 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, more than 4,300 Clubs serve nearly 4 million young people annually through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun, friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 54 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at <http://www.bgca.org/facebook> and <http://bgca.org/twitter>.

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 25 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/>

About Prizeo

Prizeo is a celebrity digital fundraising platform that provides influential personalities an unparalleled platform to raise funds and awareness for charitable causes by offering fans the chance to win unique experiences. Launched in 2013, Prizeo has raised tens of millions of dollars for thousands of charities and has ignited a base of millennials to become first-time charitable donors through an exciting and inclusive platform.

Prizeo campaigns have featured celebrities such as One Direction, Justin Bieber, Lin Manuel Miranda, Will Ferrell, Lady Gaga, Bill Murray, Samuel L. Jackson, Steven Tyler, Mark Ruffalo, George R.R. Martin, Ed Sheeran, Zac Efron, Tyler Oakley, Connor Franta and Kobe Bryant.

Prizeo is a member of the Charity Network, recently named one of *Fast Company's* **2017 Most Innovative Companies**. It serves as a sister company to Charitybuzz, an online charity auction platform, and Chideo, a charity video network. To learn more visit: www.prizeo.com.

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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; the possibility of 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; privacy norms and regulations; 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 exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares 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 historical and projected 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 and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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WWE

Media:

Annie Kruger, 203-352-8613

Annie.Kruger@wwecorp.com

or

Investors:

Michael Weitz, 203-352-8642

Michael.Weitz@wwecorp.com

Source: WWE