



WrestleMania® Available Live in China for the First Time

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SHANGHAI & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE® (NYSE: WWE) and PPTV today announced that *WrestleMania* will be available live in China for the first time on PPTV Sports via pay-per-view at 7:00 AM Beijing time on Monday, April 3 with a choice of Mandarin or English commentary.

PPTV customers can go to WWE.PPTV.com starting at 3:33 PM Beijing time on Thursday, March 30 to subscribe to *WrestleMania* for a one-time payment of RMB 30 using Alipay, WeChat or Bank Card. Subscribers will be able to stream *WrestleMania* live on Web iOS, Android devices and digital media players. *WrestleMania* will also be available for purchase on demand for 30 days after the live broadcast.

WrestleMania 33 will be held at Florida's Orlando Citrus Bowl and will feature WWE Universal Champion Goldberg™ vs. Brock Lesnar™; WWE Champion Bray Wyatt™ vs. Randy Orton™; *Raw*® Women's Champion Bayley™ vs. Charlotte Flair™ vs. Sasha Banks™ vs. Nia Jax™; Roman Reigns™ vs. The Undertaker™; and John Cena® and Nikki Bella™ vs. The Miz™ and Maryse™.

"We are thrilled to expand our partnership with PPTV and distribute WWE's biggest pay-per-view event, *WrestleMania*, live in China for the first time," said Jay Li, Vice President & General Manager, WWE Greater China. "In addition to watching *Raw*® and *SmackDown*® on PPTV every week, fans in China can now watch their favorite WWE Superstars compete live on the grandest stage of all, *WrestleMania*."

"I am extremely excited that PPTV Sports is able to launch a sports pay-per-view event for the first time in China," said Yicheng Lou, Vice President of PPTV Sports. "Equally exciting is the fact that we can launch this feature with *WrestleMania*, one of the world's most valuable sports and entertainment events. This is a solid step towards developing the largely untapped sports pay-per-view market in China."

WrestleMania is one of the world's top five most valuable sports events, according to Forbes, alongside the NFL's Super Bowl, Summer Olympics, Winter Olympics and FIFA World Cup. Over the past 10 years, *WrestleMania* has had a cumulative economic impact of nearly \$1 billion for the cities that have hosted the event.

Visit WWE.PPTV.COM or WWE China Weibo for more information.

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/>

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; 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; 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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