



For Immediate Release

WRESTLEMANIA® SHATTERS RECORDS

SANTA CLARA, CA – March 29, 2015 – WWE® (NYSE: WWE) announced tonight that *WrestleMania* 31 became the highest grossing live event in its history and broke the attendance record for Levi's Stadium. WWE's annual pop-culture extravaganza grossed \$12.6 million, as 76,976 fans from all 50 states and 40 countries converged on the home of the San Francisco 49ers.

The previous attendance record for Levi's Stadium was 70,799, and *WrestleMania* 29 at MetLife Stadium in 2013 held WWE's prior record for gross revenue at \$12.3 million.

"On behalf of the cities of Santa Clara and San Jose, we would like to thank all the fans that came from around the world to be part of *WrestleMania* 31," said Santa Clara Mayor Jamie Matthews. "We congratulate both WWE and Levi's Stadium on their historic achievement."

"We are thrilled that *WrestleMania* 31 has set the standard for all future events held at Levi's Stadium. None of this success would have been possible without the support of Mayor Matthews, Mayor Liccardo and the San Francisco 49ers, as well as our public and private sector partners that worked tirelessly to support all of our regional *WrestleMania* Week activities," said John P. Saboor, WWE Executive Vice President, Special Events. "We now turn our attention to the Dallas/Arlington region for what will surely be a historic *WrestleMania* 32."

WrestleMania 32 takes place on Sunday, April 3, 2016 from AT&T Stadium in Arlington, TX, Ticket information will be announced later this year.

Top Ten All-Time Attendance Records at *WrestleMania*:

1. 93,173: *WrestleMania* 3, Pontiac Silverdome, Pontiac, Michigan, March 29, 1987
2. 80,676: *WrestleMania* 29, MetLife Stadium, East Rutherford, New Jersey, April 7, 2013
3. 80,103: *WrestleMania* 23, Ford Field, Detroit, Michigan, April 1, 2007
4. 78,363: *WrestleMania* 28, Sun Life Stadium, Miami, Florida, April 1, 2012
5. 76,976: *WrestleMania* 31, Levi's Stadium, Santa Clara, California, March 29, 2015
6. 75,167: *WrestleMania* 30, Mercedes-Benz Superdome, New Orleans, LA, April 6, 2014
7. 74,635: *WrestleMania* 24, Citrus Bowl, Orlando, Florida, March 30, 2008
8. 72,744: *WrestleMania* 25, Reliant Stadium, Houston, Texas, April 5, 2009
9. 72,219: *WrestleMania* 26, University of Phoenix Stadium, Glendale, Arizona, March 28, 2010
10. 71,617: *WrestleMania* 27, Georgia Dome, Atlanta, Georgia, April 3, 2011

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 35 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 175 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 www.wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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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; 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.