



WWE® Shop Launches in India

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MUMBAI, India & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) today announced that WWE Shop, the official online source of WWE merchandise, will launch a local, e-commerce experience in India for the first time ever, beginning this Monday, April 3, the same day WWE's biggest event of the year, *WrestleMania*, is broadcast in India.

Just in time for *WrestleMania*, WWE fans in India will be able to order their favorite WWE merchandise online at *WWEShop.in*, including authentic WWE Superstar apparel and accessories, WWE replica championship titles, toys, console games, collectibles, trading cards, stationery, and more.

"We are excited to give our fans in India the chance to express their passion for WWE through a new e-commerce experience at *WWEShop.in*," said Casey Collins, WWE Executive Vice President, Consumer Products. "We have a massive WWE fan base in India that deserves a personalized WWE Shop, and we are thrilled to be able to provide one to them in advance of *WrestleMania*."

The launch of *WWEShop.in* is the result of a license agreement between WWE and e-commerce partner, The Souled Store. This agreement marks the first time authentic WWE Superstar apparel, their signature accessories and WWE replica championship titles will be available in India. All major credit and debit cards will be accepted, and fans can even select a cash on delivery option.

WWEShop.in launches the same day as *WrestleMania* is broadcast live in India, on Monday, April 3, beginning at 4:30 a.m. IST on WWE Network and on Ten Sports 2. Highlights will be broadcast for the first time in India with Hindi commentary on Sony Max at 6:00 p.m. IST.

WrestleMania will be held at the 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™, among others.

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 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; 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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