



WrestleMania® XXIV Smashes Sales, Attendance Records

03/30/2008

ORLANDO, Fla.--(BUSINESS WIRE)--

World Wrestling Entertainment(R) set both attendance and ticket sale records at WrestleMania XXIV tonight at the Florida Citrus Bowl in Orlando. WWE grossed more than \$5.85 million in ticket sales, making it the highest grossing live event in WWE history and in the history of the Citrus Bowl. WWE set an attendance record for the Citrus Bowl with 74,635 fans from all 50 states, five Canadian provinces and 21 countries attending WWE's annual pop culture spectacular.

"We would like to thank WWE Fans from around the globe for making this year's WrestleMania one for the record books," said Geof Rochester, Executive Vice President, Marketing. "We would also like to thank Orlando Mayor Buddy Dyer and John Saboor, President of the Central Florida Sports Commission, for all of their hospitality during WrestleMania week. It was a tremendous experience."

"This has been an incredible week here in Central Florida," said John Saboor, President of the Central Florida Sports Commission. "It was an honor to welcome the WWE and its fans from around the world. We can't wait to ask the McMahon family to come back for another WrestleMania."

Additional information on World Wrestling Entertainment Inc. (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, and logos are the exclusive property of World Wrestling Entertainment, Inc. ECW is a trademark of WWE Libraries, Inc. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

Source: World Wrestling Entertainment

Contact: World Wrestling Entertainment Media: Gary Davis, 203-353-5066 or Investors: Michael Weitz, 203-352-8642