



## 'WWE® Encyclopedia' Debuts #10 on The New York Times Bestseller List

---

**03/30/2009**

STAMFORD, Conn.--(BUSINESS WIRE)-- In the first week of its release, the WWE Encyclopedia, a collection of 900 entries profiling WWE personalities from every era, has entered The New York Times Bestseller list at Number 10 for April 5<sup>th</sup>, 2009.

WWE Encyclopedia is the only official encyclopedia to chronicle WWE. In addition to its debut on The New York Times' Advice, How To and Miscellaneous bestseller list, it was also Number One on the Sports & Recreation Charts, according to Nielsen Bookscan week ending 3/22/09.

DK Publishing CEO Gary June commented, "When WWE came to us looking to publish a reference that stood up to the energy, visual impact, and drama of WWE's storied history, we knew we would have to produce a book that surpassed the available information online. DK's distinctive visual treatment was a perfect match, and the fan response is proving that."

Published to coincide with the 25th Anniversary of WrestleMania(R) live from Reliant Stadium in Houston, TX this Sunday and on Pay-Per-View, WWE Encyclopedia (DK Publishing, Hardcover, April 2009, \$45) is the book the WWE Universe has been anticipating for decades to get up close and personal with their favorite WWE Superstars.

DK Publishing is world renowned for its distinctive, highly visual books that inform, inspire, and entertain readers of all ages. Publisher of the recent New York Times bestsellers Do Not Open, relationship expert Dr. Laura Berman and Star Wars: The Clone Wars: The Visual Guide among others, DK also publishes the award-winning Eyewitness series for children and Eyewitness Travel Guides. Brady Games and Rough Guides are also available from DK, a division of Penguin Group (USA).

Additional information on World Wrestling Entertainment Inc. (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to [www.wwe.com/worldwide/](http://www.wwe.com/worldwide/).

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, copyrights and logos are the exclusive property of World Wrestling Entertainment, Inc. and its subsidiaries. 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, feature films, 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 Inc.

Contact: World Wrestling Entertainment Inc. Media: Robert Zimmerman, 203-359-5131 [robert.zimmerman@wwecorp.com](mailto:robert.zimmerman@wwecorp.com) or Investor: Michael Weitz, 203-352-8642 [michael.weitz@wwecorp.com](mailto:michael.weitz@wwecorp.com)