



WWE® Launches Pay Per View in Mexico City with 25th Anniversary of WrestleMania®

04/01/2009

MEXICO CITY--(BUSINESS WIRE)-- World Wrestling Entertainment(R) and CABLEVISION(R) have announced a new agreement to launch WWE pay-per-view in Mexico City with the 25th Anniversary of WrestleMania this Sunday, April 5.

WWE pay-per-views will now be available in almost 600,000 households in Mexico City in both standard and high definition formats.

Expecting to rival Super Bowl numbers, more than 70,000 fans from 24 countries will witness the 25th Anniversary of WrestleMania live, with millions more from over 100 countries watching the history-making event via pay-per-view.

Guillermo Salcedo, Chief Marketing Officer of CABLEVISION, said: "It is with pleasure that CABLEVISION announces our new partnership with a global entertainment brand the scale of WWE. To launch with one of the biggest pay-per-view events on the WWE calendar will see CABLEVISION bring some of the world's most spectacular entertainment to WWE fans in Mexico."

Shane McMahon, Executive Vice President of Global Media for WWE, added: "The 25th Anniversary of WrestleMania is one of the biggest events in entertainment across the globe. We are delighted to partner with CABLEVISION to bring the excitement, drama and athleticism of WWE pay-per-view to homes in Mexico City."

The 25th Anniversary of WrestleMania airs on Sunday, April 5 at 6pm live and exclusive on CABLEVISION Mexico City pay-per-view.

Additional information on World Wrestling Entertainment Inc. (NYSE: WWE) can be found at wwe.com and corporate.wwe.com.

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: Media WWE Julio Gil Edelman Mexico Tel: + 52 5350 1523 julio.gil@edelman.com or CABLEVISION Manuel Compean P. Director General Corporativo de Comunicacion Grupo Televisa Tel. +5255-5728-3815 mcopean@televisa.com.mx