



For Immediate Release

WRESTLEMANIA® BREAKS MORE RECORDS

STAMFORD, CONN. – April 1, 2015 – WWE® (NYSE: WWE) today announced that *WrestleMania 31* broke records for viewership, attendance, social and digital media engagement and merchandise sales.

Viewership

- WWE's pop-culture extravaganza was watched by more than 1.3 million global households on WWE Network alone.
- Most-watched *WrestleMania* in history, with pay-per-view data still forthcoming.
- The night after *WrestleMania 31*, *Monday Night Raw*® was the most-watched episode in nearly three years delivering 5.4 million viewers.
- *Raw*'s top telecast since WWE celebrated *Raw* 1000 on July 23, 2012.
- *Raw* was Monday night's most-watched program on all of cable television for the 11th week in a row.

Attendance

- *WrestleMania 31* broke the attendance record for Levi's Stadium 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.
- *WrestleMania 31* became the highest-grossing live event in WWE history, grossing \$12.6 million and breaking the previous record of \$12.3 million that was held by *WrestleMania 29* at MetLife Stadium in 2013.

Digital/Social Media

- *WrestleMania 31* was the most social event in WWE history.
- A record 142 worldwide Twitter trends (up +106 percent vs. last year), including 10 No. 1 worldwide trends, which was more than any broadcast or cable show that night.
- WWE-related content saw more than 60 million video views across all platforms on the day of *WrestleMania*.

- WWE trended on Facebook with exclusive content featuring WWE Superstar ring entrances, match clips, interviews, locker room commentary and training videos.
- *WrestleMania 31* garnered a record 165 million impressions on Facebook and 92 million impressions on Twitter, an increase of 62 percent and 23 percent year-over-year, respectively.
- During *WrestleMania*, the WWE flagship App saw its most usage since launch in 2012, while reaching nearly 18 million downloads during *WrestleMania*.
- The *WrestleMania 31* App had four times as many downloads as last year's *WrestleMania 30* App.

Merchandise Sales

- WWE generated \$3.3 million in *WrestleMania* merchandise revenue (up +27 percent vs. last year), eclipsing the previous record of \$2.7 million from *WrestleMania 29*.

Click [here](#) to watch a recap of *WrestleMania* Week.

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.