

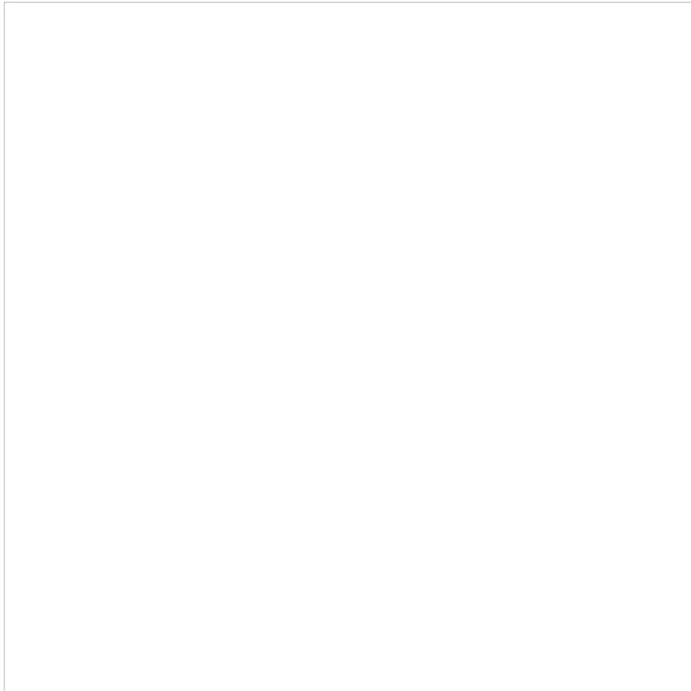


WrestleMania® Sets All-Time Attendance Record

04/03/2016

DALLAS--(BUSINESS WIRE)-- WWE® (NYSE:WWE) announced tonight that *WrestleMania* 32 set a new attendance record of 101,763, as fans from all 50 states and 35 countries converged on AT&T Stadium in Arlington, Texas. The previous WWE attendance record was at *WrestleMania* 3 in 1987, where 93,173 fans filled the Pontiac Silverdome in Detroit.

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WrestleMania 32 also became the highest grossing live event in WWE history as the annual pop-culture extravaganza grossed \$17.3 million. Last year's *WrestleMania* 31 at Levi's Stadium in Santa Clara, California previously held WWE's record for gross revenue at \$12.6 million.

"On behalf of the Dallas Cowboys organization, we congratulate WWE on their historic achievement," said Dallas Cowboys Chief Brand Officer Charlotte Jones Anderson. "*WrestleMania* was an incredible spectacle like none other, and we look forward to hosting it again at AT&T Stadium."

"We are thrilled that we made history tonight at *WrestleMania*, further cementing its place as one of the top sports and entertainment events in the world," said WWE Chief Brand Officer Stephanie McMahon. "We thank our fans, the Dallas Cowboys and the entire Jones family for their overwhelming support."

WrestleMania 33 takes place on Sunday, April 2, 2017 from the Orlando Citrus Bowl in Orlando, Florida. Ticket information will be announced later this year.

Top Ten All-Time Attendance Records at *WrestleMania*:

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1. 101,763: *WrestleMania* 32, AT&T Stadium, Arlington, TX, April 3, 2016
2. 93,173: *WrestleMania* 3, Pontiac Silverdome, Pontiac, Michigan, March 29, 1987

3. 80,676: *WrestleMania* 29, MetLife Stadium, East Rutherford, New Jersey, April 7, 2013
4. 80,103: *WrestleMania* 23, Ford Field, Detroit, Michigan, April 1, 2007
5. 78,363: *WrestleMania* 28, Sun Life Stadium, Miami, Florida, April 1, 2012
6. 76,976: *WrestleMania* 31, Levi's Stadium, Santa Clara, California, March 29, 2015
7. 75,167: *WrestleMania* 30, Mercedes-Benz Superdome, New Orleans, LA, April 6, 2014
8. 74,635: *WrestleMania* 24, Citrus Bowl, Orlando, Florida, March 30, 2008
9. 72,744: *WrestleMania* 25, Reliant Stadium, Houston, Texas, April 5, 2009
10. 72,219: *WrestleMania* 26, University of Phoenix Stadium, Glendale, Arizona, March 28, 2010

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 25 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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