

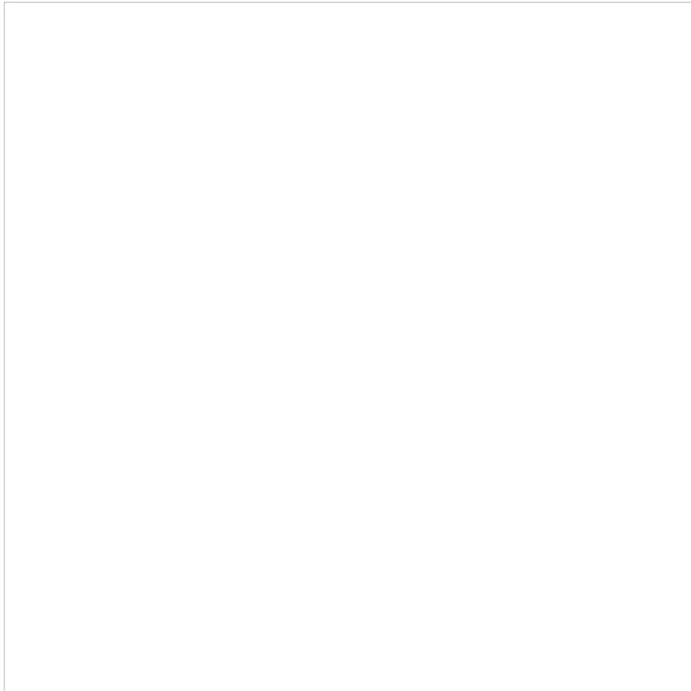


WrestleMania® Shatters Revenue and Attendance Records

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DALLAS--(BUSINESS WIRE)-- WWE® (NYSE: WWE) announced that *WrestleMania* 38 became WWE's highest-grossing and most-attended event in company history. WWE's annual pop-culture extravaganza saw 156,352 fans from all 50 states and 53 countries converge on AT&T Stadium in Dallas over the course of two exciting nights, surpassing the previous gate and attendance records set by *WrestleMania* 32 in 2016.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220404005588/en/>



WRESTLEMANIA® SHATTERS REVENUE AND ATTENDANCE RECORDS (Photo: Business Wire)

"On behalf of our family and the entire Dallas Cowboys organization, we are ecstatic to have once again shattered records with *WrestleMania* at AT&T Stadium," said Dallas Cowboys Chief Brand Officer Charlotte Jones. "I've experienced first-hand WWE's commitment to both its fans and host cities alike. We are so grateful for their partnership and desire to always overdeliver."

"The city of Dallas would like to thank WWE for presenting an incredible *WrestleMania* week of events at both the American Airlines Center and the Kay Bailey Hutchison Convention Center," said Dallas Mayor Eric Johnson. "The week provided an economic windfall for Dallas and proved once again that our city is a first-class host for major sporting events."

"The city of Arlington is extremely grateful to WWE for bringing back its biggest annual celebration," said Arlington Mayor Jim Ross. "We look forward to the opportunity to top this record with a future *WrestleMania* at AT&T Stadium."

"We are thrilled that *WrestleMania's* return to Dallas again generated record results, proving that everything is indeed bigger in Texas," said WWE Executive Vice President of Special Events John Saboor. "We are grateful to the Jones Family and the entire Dallas Cowboys Organization, the Dallas Sports Commission, the city of Arlington, the city of Dallas and all the public and private sector partners who were instrumental in making *WrestleMania* 38 the

most stupendous two-night *WrestleMania* in history. We now turn our attention to next year, where *WrestleMania* will take over Hollywood."

WrestleMania 39 takes place in Los Angeles at Sofi Stadium and Hollywood Park on Saturday, April 1, 2023 and Sunday, April 2, 2023. Ticket information will be announced later this year.

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, premium live event, digital media and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all premium live events, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network.

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

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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: the impact of the COVID-19 outbreak on our business, results of operations and financial condition; entering, maintaining and renewing major distribution agreements; a rapidly evolving media landscape; *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); 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 including possible disruptions and reputational risks; 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 alleging traumatic brain injury; 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; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; 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 volatility 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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