



WrestleMania® Breaks More Records

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STAMFORD, Conn.--(BUSINESS WIRE)-- In addition to setting a new Orlando Citrus Bowl attendance record of 75,245 fans, which led to the highest-grossing event in the stadium's history at \$14.5 million, WrestleMania also broke records for sellouts, digital and social media engagement and merchandise sales.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170406006143/en/>

WrestleMania® Breaks More Records (Photo: Business Wire)

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Attendance

- As part of the week-long WrestleMania celebration, WWE held an unprecedented five consecutive nights of sellouts at the Citrus Bowl and Amway Center with 165,000 in attendance at WrestleMania Axxess, Hall of Fame, NXT TakeOver: Orlando, WrestleMania, Monday Night Raw and SmackDown Live.

Digital/Social Media

- WrestleMania 33 was the most social event in WWE history, according to Nielsen Social, with 5.19 million interactions on Facebook and Twitter during the broadcast alone. There were also 2.8 million tweets about WrestleMania throughout the day.
- WrestleMania 33 accounted for nearly 30 percent of all social TV interactions on Sunday, April 2, surpassing the Country Music Awards (13 percent), The Walking Dead Season Finale (10 percent) and MLB Opening Day on ESPN – Chicago Cubs vs. St. Louis Cardinals (10 percent).
- WWE-related content saw more than 490 million video views across WWE.com, WWE App and social media during WrestleMania Week, an increase of 96 percent year-over-year.

WWE Network

- WrestleMania reached a record 1.95 million global households on WWE Network alone, making it the most-watched WrestleMania in history, with pay-per-view data still forthcoming.
- WWE Network subscribers viewed 22.5 million hours during WrestleMania Week or 13 hours per subscriber during the week. This compares to 21.7 million hours last year, a year-over-year increase of 4 percent.

Merchandise Sales

- WWE generated \$3.7 million in WrestleMania merchandise revenue, an increase of 164 percent or \$2.3 million, from WrestleMania 24 in Orlando. It was also WWE's second-highest grossing WrestleMania, only behind last year's WrestleMania 32 in Dallas.

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 20 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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