



# WWE® SmackDown® Moves to USA Network in 1Q2016, Joining Monday Night Raw® and Reality Series WWE Tough Enough®

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NEW YORK & STAMFORD, Conn.--(BUSINESS WIRE)-- USA is expanding its commitment to the live action entertainment company WWE, bringing *SmackDown* to the network in the first quarter of 2016. Now the exclusive cable home to WWE marquee properties, USA airs the powerhouse *Monday Night Raw* live 52 weeks a year and the reality competition series *WWE Tough Enough*, which returns this summer in a reimagined format with live elements.

"WWE consistently delivers one of the largest and most socially engaged live audiences in entertainment and we're excited to expand our long-standing relationship and be the true cable home for the WWE fan," said USA Network President Chris McCumber.

"WWE is proud to have *SmackDown* join *Raw* as part of our expanded partnership with USA Network," said WWE Chairman & Chief Executive Officer, Vince McMahon. "The combination of the #1 cable network and two ratings juggernauts provides a destination for our viewers and an extraordinary platform for our partners."

Earlier this year, USA announced the renewal of *WWE Tough Enough*, premiering Tuesday, June 23 at 8/7c. The reimagined series will feature an all-new format with live elements and more fan participation than ever before. In addition, WWE recently unveiled a new brand campaign "For The Hero In All of Us," that engages consumers through #MyHeroes, inviting fans to name their favorite WWE Superstars and share personal and inspirational stories of heroism.

*Monday Night Raw* on USA is the most-watched, regularly scheduled, year-round program on cable, airing a live three-hour block every Monday night, 52 weeks a year. *Raw* has been a cable mainstay for more than 20 years and is consistently a top ten show on television. Year-to-date *Raw* averages 1.95MM P18-49, 2.02MM P25-54 and 4.43MM total viewers P2+ and *SmackDown* averages 1.1MM P18-49, 1.22MM P25-54, and 2.86MM total viewers P2+. In 2014, *Raw* and *SmackDown* reached 55.9MM total viewers P2+.

With more than 800 original episodes, *SmackDown* is the second longest-running weekly episodic program in U.S. television history, only behind *Monday Night Raw*. Over the past 15 years, *SmackDown* has been broadcast from 170 different venues, in 148 cities, in seven different countries including the United States, Canada, the United Kingdom, Iraq, Japan, Italy and Mexico.

## About USA Network:

USA Network, the leader in cable entertainment, offers a powerful stable of dramatic, comedic and unscripted originals in more than 102 million U.S. homes. The network also features spectacular live television, a dynamic portfolio of acquired series and the best in blockbuster theatrical films and entertainment events. A trailblazer in digital innovation and storytelling, USA is defining, driving and setting the industry standard for Social TV. USA is a program service of NBCUniversal Cable Entertainment, a division of [NBCUniversal](#). USA's award-winning website is located at <http://www.usanetwork.com>.

## 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](http://www.wwe.com) and [corporate.wwe.com](http://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.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150407006040/en/>

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