



## WrestleMania® Sets One-Day Box Office Record

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**04/13/2009**

STAMFORD, Conn.--(BUSINESS WIRE)-- With \$52 million in gross sales, the 25<sup>th</sup> Anniversary of WrestleMania(R) set a record for the highest grossing one-day entertainment event in 2009. The pop culture extravaganza, held in Houston, TX on April 5<sup>th</sup>, tops the 2009 highest grossing movie opening day record -- \$30 million opening night of *Fast and the Furious* and the 2008 highest grossing single-day stadium concert -- Madonna's \$6.1 million *Sticky & Sweet* concert in Dolphin Stadium -- combined.

The milestone event generated an estimated \$43 million in worldwide gross Pay-Per-View revenue and packed Houston's Reliant Stadium with 72,744 fans from all 50 states, 24 countries and 7 Canadian provinces, surpassing the attendance at Super Bowl XLIII in Tampa this past February. Combined with WWE's Sunday fanfest, *WrestleMania Axxess*, the sell-out crowd grossed more than \$7.4 million in ticket sales and an additional \$1.5 million in merchandise sales.

Following the 25<sup>th</sup> Anniversary of *WrestleMania*, World Wrestling Entertainment's website, *WWE.com*, garnered a record-breaking 105 million page views, including staggering one day totals of 2.7 million unique visitors, and nearly 2 million video streams. For the three days surrounding The 25<sup>th</sup> Anniversary of *WrestleMania*, *WWE.com*'s page views totaled 166,239,115.

Additional information on World Wrestling Entertainment Inc (NYSE: WWE) can be found at [wwe.com](http://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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Source: World Wrestling Entertainment Inc

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