



## Record 1 Million U.S. Households Watch WrestleMania®

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE® (NYSE:WWE) today announced that *WrestleMania 30* reached a record 1 million households in the U.S. alone on WWE Network and pay-per-view combined, the first time *WrestleMania* has eclipsed this mark domestically. With more than 667,000 WWE Network subscribers in the U.S. and nearly 400,000 domestic pay-per-view buying homes for *WrestleMania 30*, WWE is confident that it will reach its goal of 1 million subscribers by the end of 2014.

WrestleMania 30 reached a record 1 million households in the U.S. alone on WWE Network and pay-per-view combined, the first time *WrestleMania* has eclipsed this mark domestically. (Photo: Business Wire)

WWE Network launched on February 24 in the U.S. and successfully streamed six hours of live coverage of *WrestleMania 30* on Sunday, April 6. Additionally, more than 7.1 million hours of video content was viewed on WWE Network during *WrestleMania Week* from Tuesday, April 1 through Tuesday, April 8.

WWE Network will be rolled out in Canada, the U.K., Australia, New Zealand, Singapore, Hong Kong and the Nordics in late 2014/early 2015.

### About WWE Network

WWE Network is the first 24/7 streaming network that provides access to live and scheduled programming, including all 12 live pay-per-view events, as well as the most comprehensive video-on-demand library. Available for only \$9.99 a month – with a six month commitment – fans can subscribe to WWE Network at [WWE.com](http://WWE.com). WWE Network is available on connected devices including Apple TV, Roku streaming devices, Sony PlayStation® 3, Sony PlayStation® 4 and Xbox 360. WWE Network is also available through the WWE App on iOS devices, including Apple iPad and iPhone, Amazon's Kindle Fire devices and Android devices, as well as on desktops and laptops via [WWE.com](http://WWE.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 is broadcast in more than 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Miami, Mexico City, Mumbai, Shanghai, Singapore, Munich and Tokyo.

Additional information on WWE (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/>.

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 entering into, maintaining and renewing key agreements, including television and pay-per-view programming and our new network distribution agreements; risks relating to the launch and maintenance of our new network; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to regulatory matters; risks resulting from the highly competitive and fragmented nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; the risk of accidents or injuries during our physically demanding events; risks associated with producing and travelling to and from our large live events, both domestically and internationally; risks relating to our film business; risks relating to new businesses and strategic investments; risks relating to our computer systems and online operations; risks relating to general economic conditions and our exposure to bad debt risk; risks relating to litigation; risks relating to market expectations for our financial performance; risks relating to our revolving credit facility specifically and capital markets more generally; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. 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, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

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