

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

## 04/15/2014

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

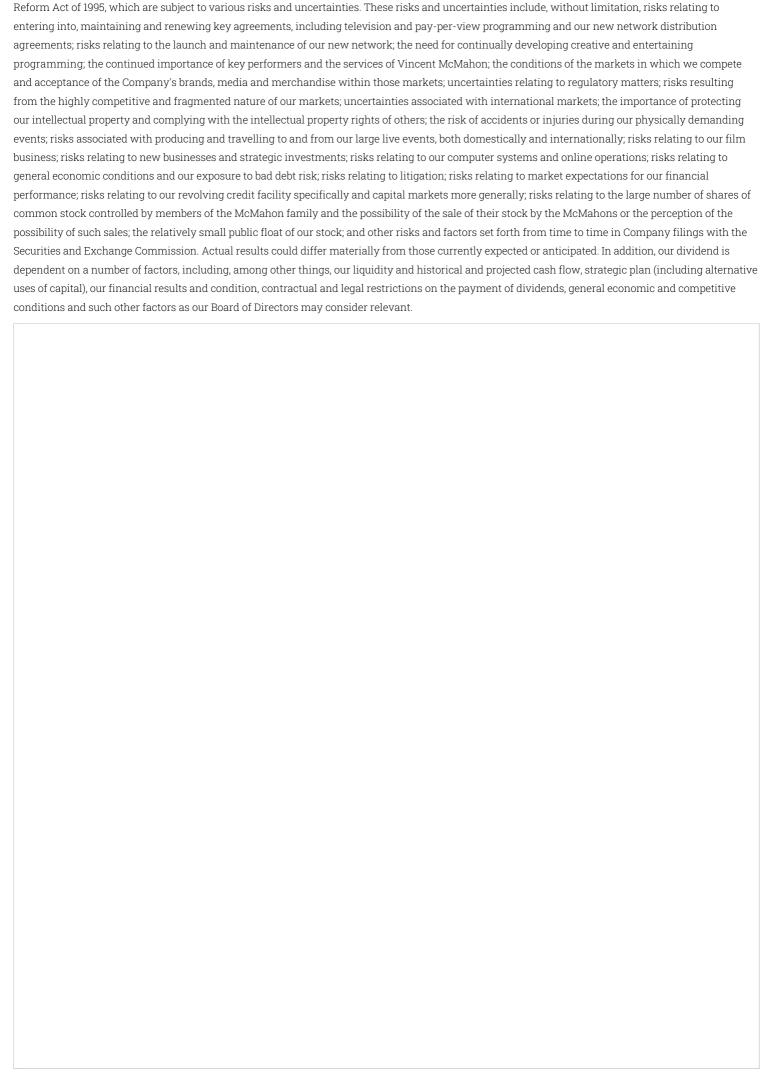
WWE Network is the first 24/7 streaming network that provides access to live and scheduled programming, including all 12 live pay-per-view events, as well as the most comprehensive video-on-demand library. Available for only \$9.99 a month – with a six month commitment – fans can subscribe to WWE Network at WWE.com. 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.

## 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 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

WWE Media:

Matthew Altman, 203-352-1177

Matthew.Altman@wwecorp.com

or

Investor:

Michael Weitz, 203-352-8642

Michael.Weitz@wwecorp.com

Source: WWE