



WWE® Names Michael Pine Head of Global Sales & Partnership Marketing

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STAMFORD, Conn. --(BUSINESS WIRE)-- WWE (NYSE: WWE) today announced the appointment of Michael Pine as Senior Vice President of Global Sales & Partnership Marketing. Pine, who previously held senior level sales positions at Turner Broadcasting, UFC, World Triathlon Corporation, and most recently IMG, will report directly to WWE Chief Marketing Officer, Michelle D. Wilson.

As head of WWE's Global Sales & Partnership Marketing division, Pine will be a key member of the company's senior management team. He will be responsible for providing strategic vision for WWE's sales operation and ensuring revenue growth is aligned with company objectives and values.

Pine brings 15 years of experience in strategic sales and marketing across a variety of major sports properties and brands. Prior to joining WWE, Pine was IMG's Vice President of National Sales for the company's College Division. In this role, he was responsible for the daily development of national sales for IMG's College and NCAA corporate champions, and their partner programs with Turner and CBS business units. He managed IMG College's two largest national corporate partnerships, UPS and MillerCoors, accounts which exceeded \$100 million.

Formerly, he held the position of Global Chief Sales Officer at Ironman - World Triathlon Corporation, where he oversaw all global sales, marketing, licensing, PR and digital media sales business verticals.

While at UFC, Pine oversaw and executed advertising, sponsorship, digital media and marketing operations. He secured key deals with Bud Light, Bacardi Cazadores, Harley-Davidson and Burger King, to name a few.

Pine was a U.S. Air Force Captain and served from 1993 – 1999. He earned his M.B.A. from Golden Gate University in San Francisco, California and his undergraduate degree in Behavioral Sciences from the U.S. Air Force Academy.

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 600 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Miami, London, Mumbai, Shanghai, Singapore, Istanbul 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 maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; 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; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive 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; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130422005201/en/>

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