



WWE® Beats American Idol

04/23/2009

STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment(R) television programming beat American Idol in the all important M18-34 advertiser demo for the week of April 13th. WWE(R) reached more than 16 million viewers domestically last week, an increase of 19% year to year.

During the week, WWE programming reached 2,303,000 Men 18-34, 4,782,000 Men 18-49 and 10,318,000 Males 2+, more than the following network programs:

- American Idol with 1,972,000 (Tuesday) and 2,117,000 (Wednesday) Men 18-34
- House with 1,415,000 Men 18-34; 3,354,000 Men 18-49 and 6,700,000 Males 2+
- The Office with 1,679,000 Men 18-34 and 3,169,000 Men 18-49
- CSI and CSI Miami with 8,559,000 and 6,581,000 Males 2+ respectively

With the addition of the new one-hour show WWE Superstars(R) on WGN America to the already stellar TV lineup that includes Monday Night Raw(R), Friday Night SmackDown(R), and ECW(R), WWE now provides fans with 21 hours of programming each week.

Monday Night Raw, Friday Night SmackDown and WWE Superstars were also the most watched telecasts on their respective network, USA, MyNetworkTV and WGN America, for the week. For advertisers looking to reach key male demographics, WWE's dominance with men is the reason why WWE considers itself the best value in entertainment.

Additional information on World Wrestling Entertainment Inc. (NYSE: WWE) can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to www.wwe.com/worldwide/.

*** Source: Nielsen Media Research, 4/13/09 live + same day Persons 2+.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, copyrights and logos are the exclusive property of World Wrestling Entertainment, Inc. and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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 to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

Source: World Wrestling Entertainment Inc.

Contact: World Wrestling Entertainment Inc. Justine Sacco 203-406-3647 / 212-909-9302 Justine.sacco@wwecorp.com