



WWE®, Ziddio, And Cable Affiliates Want To Know: 'Are You WWE's Biggest Fan?'

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STAMFORD, Conn.--(BUSINESS WIRE)--

Are You WWE's Biggest Fan? That's what World Wrestling Entertainment(R), Ziddio and cable affiliates across the country want to find out in a special online contest this summer.

Between May 18 and July 31, WWE fans can submit their 60-second home videos to ziddio.com, the national user-generated site launched by Comcast, explaining why they are WWE's biggest fan. Ziddio.com users will vote for their favorite videos to help determine who wins.

The creators of the top 10 video submissions as voted by Ziddio users, plus an additional five video creators chosen by a panel of WWE judges, will be flown to New York City to participate in WWE's SummerSlam(R) Weekend, including WWE's "Biggest Party of the Summer" event and WWE's sold-out SummerSlam pay-per-view on Sunday, August 26, at the Meadowlands. During the weekend, WWE will host a red carpet spectacular featuring a judge's panel comprised of WWE Superstars and Legends who will vote to determine WWE's "Biggest Fan."

In total, the winners will receive more than \$33,000, including a grand prize of \$25,000. WWE 24/7 On Demand will feature the 15 finalist videos, including the winning entry, footage from the red carpet event, and other behind-the-scenes contest specials in September. To celebrate the crowning of WWE's Biggest Fan, WWE 24/7 and its affiliate partners will be giving away a free month of the subscription video on demand service in September to new subscribers.

Among the affiliate partners participating in this promotion are Comcast, Cox, Charter, Time Warner, and Cablevision. All participating affiliates and WWE will be providing cross channel support, web presence, viral marketing and other ancillary marketing tactics to support the promotion.

The "Are You WWE's Biggest Fan?" contest is open to legal residents of the United States who are at least 16 years old. No purchase necessary to enter. Detailed information on the "Are You WWE's Biggest Fan?" contest, including the Official Rules, can be found at www.Ziddio.com/wwe when the contest opens on May 18.

Ziddio, a site developed by Comcast Interactive Media, hosts user-generated videos on its website, Ziddio.com, and also showcases top-rated videos on Comcast's Video ON DEMAND service. The "Are You WWE's Biggest Fan?" contest is sponsored by Comcast Interactive Media. More information on Ziddio can be found at <http://www.ziddio.com>

WWE 24/7 On Demand is currently distributed with 13 of the top 15 MSOs in the country, making WWE 24/7 available to more than 75 percent of VOD enabled subscribers. Major North American distributors currently include: Comcast Communications, Cox Communications, Charter Communications, Cablevision, Mediacom, Insight, Rogers Communications, Verizon Communications, Bresnan Communications and RCN. From classic matches, to behind-the-scenes coverage, to Superstar and Legend profiles, more than 40 hours of sports-entertainment programming are available On Demand, 24 hours a day, 7 days a week.

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 <http://www.wwe.com/worldwide/>.

Ziddio.com, a national user-generated video site launched by Comcast Interactive Media, offers creative individuals an opportunity to showcase their content across multiple platforms - online via ziddio.com and on Comcast's ON DEMAND service. Ziddio brings together cable networks and partners to host co-branded contests to offer a professional outlet for online creativity. Ziddio is driven by user submission, ratings and comments. Submissions are judged by users and a panel of judges from the entertainment and media industry. Selected videos are featured on Comcast's video ON DEMAND channel available to digital cable subscribers across Comcast's footprint.

Comcast Interactive Media (CIM), a division of Comcast Corporation (Nasdaq: CMCSA, CMCSK), develops and operates Internet businesses focused on entertainment, information and communication, including Comcast.net. CIM's products include Ziddio.com, a national multi-platform user-generated site; GameInvasion.net, a national online site offering for hardcore gaming enthusiasts; Fancast.com, a national online entertainment site to be rolled out in 2007; and thePlatform, the industry-leading provider of digital media publishing solutions over broadband and wireless networks.

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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.

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