



## Geof Rochester Tagged To Become WWE®'s EVP, Marketing

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

World Wrestling Entertainment, Inc. has named Geof Rochester as its Executive Vice President, Marketing. In his new role, Rochester will be responsible for global marketing, integrated brand initiatives, talent branding, live events, pay-per-view, advertising and promotions, research, creative services, and public and government relations. He reports to Vince McMahon, WWE Chairman.

Rochester joined WWE in November 2006 as its Senior Vice President, Marketing. Prior to WWE, Rochester held senior marketing positions with Showtime Networks, Comcast Cable, Radisson Hotels and Procter and Gamble. He holds a Bachelor of Science in Business Administration from Georgetown University and an MBA in Marketing from Wharton Business School. Geof currently resides in New York City.

Additional information on World Wrestling Entertainment, Inc. (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/>.

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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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