



Jennifer McIntosh And George Cabico Join WWE® Publicity Team

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

World Wrestling Entertainment(R), Inc. has hired Jennifer McIntosh as Vice President of Publicity and George Cabico as Publicity Director to bolster its publicity efforts. McIntosh will report to Geof Rochester, Executive Vice President, Marketing. Cabico will report to McIntosh.

As head of Publicity for WWE, McIntosh, a 10-year veteran of the entertainment industry, will be responsible for the placement and exposure of WWE Superstars in national and international broadcast, print and digital media. In addition, McIntosh will oversee the promotion of WWE products, including films, books, home video releases and music releases.

McIntosh joins WWE from mPRm Public Relations, where she worked as Vice President, General Entertainment. Providing vision and oversight to mPRm's television department, McIntosh spearheaded consumer and business/trade publicity campaigns for a variety of clients encompassing network programming, sports programming, cable series, miniseries, documentaries, production companies as well as blogging campaigns. Her most recent clients included NBC Universal, Sony Television, ABC, MyNetworkTV, The CW, CBS.com, Oxygen, Starz Media, AMC, Travel Channel and Discovery Channel. Prior to working with mPRm, McIntosh was at BNC Public Relations, most recently as Director of publicity. She started her career as part of the television publicity team at Paramount Studios.

As Publicity Director, Cabico will focus on promotion and placement of WWE Superstars and products with national and international media.

Before joining WWE, Cabico managed television clients at entertainment firm B|W|R Public Relations, handling publicity for major network series such as FOX's "American Idol," MTV's "The Real World" and E!'s "The Simple Life." Prior to that, he handled media relations for FOX's syndication arm, Twentieth Television, as well as the FOX Television Stations group.

"Jennifer and George bring a depth of experience and an energy that will move our publicity efforts to the next level," said Rochester. "They are joining WWE at a great time, and I'm confident that they will build upon the heightened profile we received from the successful promotion of WrestleMania 23."

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/>.

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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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