



WWE® 'Socko Energy' Drink To Hit Wal-Mart Shelves Nationwide

05/14/2007

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

World Wrestling Entertainment(R) and Bliss Beverages have joined forces for a major rollout of WWE licensed beverages into nearly all Wal-Mart stores nationwide. The WWE branded drinks will hit Wal-Mart shelves on May 15.

The WWE branded beverages are part of Bliss' "Socko Energy" line - their flagship product. The drinks include "WWE(R) Slammin' Citrus(TM) Powered by Socko" and "WWE(R) Raw(R) Attitude(TM) Powered by Socko."

"WWE is very proud of this new venture with Bliss Beverages, and of the superior product we've put into Wal-Mart stores," said Donna Goldsmith, Executive Vice President of Consumer Products. "Bliss Beverages' youthful and energetic brand is a great match for WWE, and Socko Beverages will fit in perfectly among WWE's expanding consumer products line."

The major rollout is supported by an integrated marketing campaign that will leverage Socko's and WWE's existing licensing and promotional partnership. WWE RAW Attitude marketing initiatives include sponsorship of a WWE pay-per-view, as well as online, print and broadcast advertising throughout WWE channels including wwe.com and WWE Magazine.

Additional information on Socko Energy drinks can be found at www.sockoenergy.com.

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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Source: World Wrestling Entertainment, Inc.

Contact: World Wrestling Entertainment, Inc. Media Gary Davis, 203-353-5066 or Investor Michael Weitz, 203-352-8642