



# WWE® Monday Night Raw® Expands to Three Electrifying Hours Launching with the 1,000th Episode, July 23 on USA Network

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## **@JohnCena Tweets Historic Announcement From USA Upfront Presentation**

NEW YORK--(BUSINESS WIRE)-- WWE Superstar John Cena® announced via Twitter today that **WWE Monday Night Raw** will expand to a three-hour event 52 weeks a year. The extended telecast will kick-off July 23 at 8/7C on USA Network and marks the 1000<sup>th</sup> episode of the *WWE Raw* franchise and a television record – no other series has ever reached this milestone. The announcement was tweeted today by Cena (the No. 1 most influential male athlete on Twitter last month) during USA's upfront presentation in New York City. The move firmly put WWE's stake in the ground as one of the most powerful social brands in the world and an integral part of USA Network's social media initiative.

"The WWE Universe is one of the most socially active and passionate fan bases in all of television," said Chris McCumber and Jeff Wachtel, co-presidents USA Network. "The powerful three-hour block of live TV truly makes USA the year-round destination for young male viewers on Monday nights."

"WWE is proud to celebrate this historic milestone with our partners at USA Network," said WWE Chairman and CEO Vince McMahon. "Our new three-hour *Raw* represents the next generation in interactive television where our fans won't just watch the show, they will help create it."

The expanded **WWE Monday Night Raw** will transform television to an unprecedented level of viewer interaction. Fans will have new ways to get involved in the show through [WWE.com](http://WWE.com) and social media by deciding matches, stipulations and new character development. WWE will brand this unprecedented fan interaction as "#RAWactive."

The #1 network in all of basic cable, USA Network is seen in 115 million U.S. homes. USA is a leader in scripted programming with a powerful stable of originals including *POLITICAL ANIMALS*, *SUITS*, *NECESSARY ROUGHNESS*, *WHITE COLLAR*, *ROYAL PAINS*, *BURN NOTICE*, *PSYCH*, *COVERT AFFAIRS*, *COMMON LAW*, *FAIRLY LEGAL* and *IN PLAIN SIGHT*. The network offers 52 weeks of spectacular live television with *WWE MONDAY NIGHT RAW* and is home to the best in blockbuster theatrical films, a broad portfolio of acquired series and entertainment events. A trailblazer in digital innovation and storytelling, USA is defining, driving and setting the industry standard for Social TV. USA is a program service of NBCUniversal Cable Entertainment, a division of NBCUniversal. The award-winning website is located at [www.usanetwork.com](http://www.usanetwork.com). Characters Welcome.

**WWE**, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 600 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Miami, London, Mumbai, Shanghai, Singapore, Istanbul and Tokyo. Additional information on WWE (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 press 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, without limitation, risks relating to maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; 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, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.



WWE

Media:

Kevin Hennessy, 203-352-8657

[Kevin.Hennessy@wwecorp.com](mailto:Kevin.Hennessy@wwecorp.com)

or

USA Network

Media:

Brad Bernstein, 212-664-4401

[Brad.Bernstein@nbcuni.com](mailto:Brad.Bernstein@nbcuni.com)

or

WWE

Investor:

Michael Weitz, 203-352-8642

[Michael.Weitz@wwecorp.com](mailto:Michael.Weitz@wwecorp.com)

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