



McMahon's Million Dollar Mania™

06/03/2008

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

WWE(R) Chairman Vince McMahon will give away a total of \$1 million dollars of his personal wealth each week beginning Monday, June 9th.

"This is my own version of an economic stimulus plan for our viewers, which will no doubt increase television ratings as well."

To participate, viewers must register on wwe.com each week and then watch Monday Night RAW(R) on USA Network to acquire the code necessary to win. Winners will be contacted live throughout each Monday Night RAW broadcast.

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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