



## SKY ITALIA SECURES WWE® FOR FIVE MORE YEARS

**MILAN AND STAMFORD, CONN., June 3, 2015** – WWE (NYSE:WWE) and Sky Italia have extended their partnership for five more years to exclusively broadcast WWE's flagship programming, *WWE Raw*®, *SmackDown*®, *NXT*®, *WWE Experience* and *WWE Main Event*® on Sky Sports through 2020.

In addition, Cielo, Sky Italia's free-to-air channel which is available in more than 24 million homes, will air one-hour versions of *WWE Raw* and *SmackDown* weekly on Sundays at 10 a.m. and 11 a.m. CEST, respectively, and all 12 WWE live, pay-per-view specials, including *WrestleMania* and *SummerSlam*, will continue to be available on Sky Prima Fila.

"We are thrilled to renew our long-term relationship with WWE, which dates back to 2003, and we are glad that, once again, WWE has recognized the Sky platform as a key driver for maximizing exposure of its brand," said Matteo Mammi, Rights, Programming and Production Director, Sky Italia. "We look forward to working together and continuing to serve WWE fans in Italy."

"We are proud of our more than 10-year relationship in Italy with Sky, Europe's leading media company and largest pay-TV broadcaster," said Gerrit Meier, Executive Vice President, International, WWE. "This partnership is a testament to the passion Italian fans of all ages have for WWE's action-packed, family-friendly programming and the global reach of the brand."

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### **About WWE**

[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 reaches more than 650 million homes worldwide in 35 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 170 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich 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/>.



## **About Sky Italia**

Sky Italia is the first media company in Italy part of Sky plc, Europe's leading entertainment company with 21 million customers across five countries: Italy, Germany, Austria, the UK and Ireland. Established in 2003, Sky Italia operates on different broadcasting platforms with different business models and has a 4.746-million-subscriber base (as of March 31, 2015). The pay subscription offer - which is the company's core business available via satellite and also on Telecom Italia's broadband and ultra-broadband networks – features the best viewing experience ever - thanks to My Sky HD, Sky on Demand and Sky Go – and the broadest range of exclusive content: from Sky's home-grown productions to the best film titles, all the way to sport, news, entertainment, TV series and kids programs. More than 150 among thematic and pay per view channels, of which over 60 in HD and one entirely in 3D. Furthermore, non-Sky subscribers can enjoy Sky Online, the streaming service offering a selection of the platform's film, entertainment and sport content on the main Internet-connected devices. Sky is also on the FTA DTT with its channels Cielo (channel 26) and Sky TG24 (27). Sky Italia CEO is Andrea Zappia.

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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: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility),

general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.