



WWE® Surpasses Half a Billion Social Media Followers

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) today announced it has eclipsed half a billion fans through its global social media platforms, further cementing its position as one of the most-followed brands in the world.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150608005870/en/>

WWE(R) Surpasses Half a Billion Social Media Followers (Photo: Business Wire) WWE's flagship Facebook page has more fans than the NFL, ESPN, Marvel, Google and UFC, and WWE Superstar John Cena is the No.1 most followed active American athlete on Facebook with more than 36 million likes. On Twitter, @WWE has more followers than MLB, Disney, Sony and Pepsi and according to Klout, is the No. 1 most influential brand on Twitter. On Instagram, WWE's fastest-growing platform, @WWE has more followers than ESPN, HBO, NHL and Gatorade. With nearly 5 billion video views on YouTube in the past year alone, WWE is the No. 1 Sports channel ahead of the NBA, MLB, NFL, NHL, ESPN and NASCAR.

WWE's Social Media Snapshot:

- **Facebook:** 354 million total likes, including 98 million new likes, an increase of 38 percent year-over year.
- **Twitter:** 108 million total followers, including 18 million new followers, an increase of 20 percent year-over-year.
- **Instagram:** 26 million total followers, including 25 million new followers, an increase of 2,955 percent year-over-year.
- **YouTube:** 6.2 million total subscribers, including 2.8 million new subscribers, an increase of 82 percent year-over-year.

Earlier this year, WWE won awards for Overall Social Media Excellence and Social Media Dream Team at the 2015 Cynopsis Sports Media Awards and 2015 Cablefax Digital Awards, respectively. WWE's 12 social media platforms include Facebook, Twitter, Instagram, YouTube, Snapchat, Periscope, Google+, Vine, Foursquare, Tumblr, Pheed and Pinterest.

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 175 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 www.wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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.

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