



## WWE® Hires Brian Kalinowski As General Manager, Digital Media

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

With a focus on greatly expanding its presence and profitability within digital media, World Wrestling Entertainment(R) has hired Brian Kalinowski as General Manager of Digital Media. A 20-year veteran of digital product development and marketing in the digital space, Kalinowski will oversee web and mobile content, as well as interactive technology. Kalinowski will report to COO Michael Sileck.

As GM of Digital Media, Kalinowski will lead the digital media groups at WWE in creating compelling digital entertainment across multiple platforms in an effort to drive greater audience engagement and further enhance the successful WWE brand. His role will focus on new product development, negotiating and developing partnerships with various content and distribution partners and maximizing the benefits of online media through advertising and promotion.

Kalinowski joins WWE from Lycos, Inc., where he served as Chief Operating Officer since 2005. At Lycos, Kalinowski oversaw all business operations and consumer experience, including all product development, revenue streams, marketing and customer support. Previously, Kalinowski served as Vice President of Product Development for Ziggs Inc. and Senior Director of Product Marketing for Availant Software, Inc.

"Brian is an excellent addition to WWE. He brings a range of experience and depth of knowledge that few can match," said Michael Sileck, COO. "This is an exciting time for our digital media groups - we've had incredible success with our recently launched digital broadband network, seen the expansion of 24/7 online, and struck a new deal with AT&T to provide exciting mobile content to their subscribers. We're in the forefront in these areas, and with Brian on board WWE will continue to push the envelope of what can be accomplished in digital media."

Additional information on World Wrestling Entertainment, Inc. (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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Source: World Wrestling Entertainment, Inc.

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