



## WWE® Adds 15 College Athletes to NIL Program

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) today unveiled 15 college athletes who will join the company's NIL (Name, Image & Likeness) program – "Next In Line™" – that provides a clear pathway from collegiate athletics to WWE.

The second "Next In Line" class includes athletes from 14 universities, seven NCAA conferences and seven sports, including the program's first athletes from cheer & dance, gymnastics, volleyball, men's basketball and representation from an HBCU program.

The following 15 athletes will be unveiled later this evening at the inaugural NIL Summit at the College Football Hall of Fame in Atlanta:

<b>Name</b>	<b>School</b>	<b>Sport</b>	<b>Height/Weight</b>	<b>Hometown</b>
Ali Mattox	Ole Miss	Cheer & Dance	5' 7"	Little Rock, Ark.
Case Hatch	Arizona State	Football	6' 1", 230 lbs.	Gilbert, Ariz.
Chandler Hayden	Tennessee	Track & Field	5' 11"	Pittsfield, Ill.
Cohlton Schultz	Arizona State	Wrestling	6' 2", 285 lbs.	Parker, Colo.
Derrian Gobourne	Auburn	Gymnastics	5' 4"	Sarasota, Fla.
Ericka Link	Elon	Volleyball	5' 6"	Hedgesville, W.Va.
Keshaun Moore	Hampton	Football	6' 3", 270 lbs.	Suffolk, Va.
Luke Ford	Illinois	Football	6' 6", 260 lbs.	Carterville, Ill.
Maliq Carr	Michigan State	Football/Basketball	6' 5", 245 lbs.	Inkster, Mich.
Mikala Hall	Central Michigan	Basketball	5' 5"	Danville, Ill.
Rachel Glenn	South Carolina	Track & Field	6' 0"	Long Beach, Calif.
Ruben Banks	Arkansas	Track & Field	6' 4", 270 lbs.	Binfield, England
Thunder Keck	Stanford	Football	6' 3", 245 lbs.	Northfield, N.H.
Tyanna Omazic	Miami	Volleyball	6' 2"	Kansas City, Mo.
Zachary Knighton-Ward	Hofstra	Wrestling	6' 2", 285 lbs.	Rosedale, N.Y.

WWE's comprehensive NIL program launched in December and serves to recruit and develop potential future Superstars, and further enhances WWE's talent development process through collaborative partnerships with college athletes from diverse athletic backgrounds. "Next In Line" has signed 31 full-time college athletes since its inception and currently has 25 active athletes following the graduation of six inaugural members from the program.

All athlete partnerships will feature access to the state-of-the-art WWE Performance Center in Orlando, Fla., in addition to resources across the organization including brand building, media training, communications, live event promotion, creative writing and community relations. Upon completion of the NIL program, select athletes may earn an exclusive opportunity to be offered a WWE contract. All six athletes who graduated from the first class have either signed or are in discussion to join WWE on a full-time basis.

Four of the 16 initial members of WWE's "Next In Line" program are nominated for awards at the NIL Summit including Olympic gold medalist Gable Steveson (University of Minnesota) for Male Athlete of the Year, Haley & Hanna Cavinder (University of Miami) for Female Athlete of the Year and Jon Seaton (Elon University) for the Hustle Award. Additionally, WWE is a finalist for Brand of the Year.

For more information about the inaugural NIL Summit, held June 13-15 at the College Football Hall of Fame in Atlanta, visit [nilsummit.com](http://nilsummit.com). Learn more about the "Next In Line" program at [wwerecruit.com](http://wwerecruit.com).

## **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, premium live events, digital media, and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India, and Rogers. The award-winning WWE Network includes all premium live events, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network.

Additional information on WWE can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com).

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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: the COVID-19 outbreak, which may continue to affect negatively world economies as well as our industry, business and results of operations; entering, maintaining and renewing major distribution and licensing agreements; a rapidly evolving and highly competitive media landscape; *WWE Network*; computer systems, content delivery and online operations of our Company and our business partners; privacy norms and regulations; our need to continue to develop creative and entertaining programs and events; our need to retain and continue to recruit key performers; the possibility of a decline in the popularity of our brand of sports entertainment; the possible unexpected loss of 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/or our inability to compete effectively, especially against competitors with greater financial resources or marketplace presence; uncertainties associated with international markets including possible disruptions and reputational risks; 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; large public events as well as travel to and from such events; our expansion into new or complementary businesses, strategic investments and/or acquisitions; our accounts receivable; the construction and move to our new leased corporate and media production headquarters; litigation; a change in the tax laws of key jurisdictions; our feature film business; a possible decline in general economic conditions and disruption in financial markets including any resulting from COVID-19; our indebtedness including our convertible notes; our potential failure to meet market expectations for our financial performance; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; our share repurchase program; a substantial number of shares 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 volatility of our Class A common stock. 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 (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 and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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