



# WWE® LIVE Returns to China with First-Ever Show in Shenzhen

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SHANGHAI & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) today announced that it will bring a live event to Shenzhen for the first time, as *WWE Live China* comes to the Shenzhen Bay Sports Center Arena on Sunday, September 17. The event marks WWE's return to China following last year's successful show at the Mercedes-Benz Arena in Shanghai.

Tickets for WWE LIVE China go on sale this Friday, June 16 at 10am Beijing-time and can be purchased at [www.Damai.cn](http://www.Damai.cn).

"WWE's return to China demonstrates our continued commitment to the market," said Jay Li, Vice President & General Manager, WWE Greater China. "Our WWE Superstars will deliver an action-packed night of family-friendly entertainment that is certain to create memories that will last a lifetime."

Fans attending *WWE LIVE China* will be able to see their favorite WWE Superstars, including John Cena®, AJ Styles™, Dolph Ziggler™, Shinsuke Nakamura™, Kevin Owens™, The New Day™, Charlotte™, Becky Lynch™, Natalya™, Sami Zayn™ and many more.\*

*WWE LIVE China* is presented in partnership with Live Nation, the global leader in live entertainment.

"Live Nation is proud to extend our relationship with WWE, a renowned global entertainment brand," said Dennis Argenzia, Vice President, Asia Touring, Live Nation. "We are excited to bring this action-packed and family-friendly WWE live show to Shenzhen, China this September."

WWE also announced Mission Hills China as official partner of *WWE LIVE China*.

"Mission Hills, the largest golf club in the world, is excited and proud to partner with WWE, a global entertainment company, to bring WWE Live to China," said Tenniel Chu, Vice Chairman of Mission Hills Group. "Together we are bringing the excitement and family-friendly entertainment of WWE LIVE to fans here in Shenzhen for the very first time."

The past 12 months have been a period of significant activity for WWE in China:

- Reached an exclusive multi-year agreement with PPTV to live stream its flagship shows *Raw*® and *SmackDown*® in Mandarin
- Signed eight Chinese athletes to developmental contracts to train at the WWE Performance Center, including the first-ever Chinese WWE Superstar Tian Bing
- Returned with its first live event in three years with a show at Mercedes-Benz Arena in Shanghai
- Distributed *WrestleMania*® live in China for the first time ever via pay-per-view on PPTV Sports
- Showcased Tian Bing as he made his *WrestleMania* debut in the Andre the Giant Memorial Battle Royal

\*Talent line-up subject to change.

## **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 20 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 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/>

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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; the possibility of 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 exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; 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 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 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.

### **About Mission Hills Group**

Mission Hills Group, owner and operator of Mission Hills in the heart of the Pearl River Delta and the tropical island of Hainan, is the pioneer in China's hospitality, sports and leisure industry. Founded in 1992, Mission Hills is recognised as the leading golf brand in the world and is synonymous with leisure, wellness, entertainment and luxury residences. Mission Hills has been the major driving force behind China's sports and leisure industry. The world-class integrated leisure and wellness resort destinations around China have hosted more than 100 international tournaments. Mission Hills has also been accredited by the Guinness World Records as the "World's Largest Golf Club" and "World's Largest Mineral Springs and Spa Resort".

Mission Hills' properties sprawl over 40km<sup>2</sup>. They include 22 championship courses designed by renowned players and architects from five continents, five-star resorts, award-winning spas and volcanic mineral springs, international convention centres, golf academies and Asia's largest tennis facility. Mission Hills is also the official training headquarters for China's Tennis, Football and Golf Associations.

The Group's "golf and more" leisure philosophy has catalysed its tourism-related business expansion into a leisure hub for multi-generational families. Mission Hills Centreville Shenzhen and Haikou are two HOPSCA (Hotels, Offices, Parks, Shopping, Culture and Arts) mixed-use developments with a focus on "Retail-tainment" and "Edu-tainment", providing integrated recreational, business, education, entertainment, shopping, leisure and cultural experiences.

The group has also extended its foray into the hospitality industry by partnering with world-renowned hotel brands such as Hard Rock, Renaissance and the Ritz-Carlton. This collaboration has seen the opening of the Ritz-Carlton's first Golf Resort in Haikou as well as the impending launch of Hard Rock Hotel in Shenzhen – the first Hard Rock Hotel in China. Other significant projects include Movie Town in Haikou in partnership with China's largest film production company Huayi Brothers Media Corporate and award-winning director, Feng Xiaogang and China's first Wet'n'Wild park in collaboration with Australia's leading entertainment group and largest theme park operator, Village Roadshow Limited. Slated to open in May 2017, Wet'n'Wild Haikou will feature the world's biggest and newest collection of thrilling slides and attractions for the entire family. In March 2016, Mission Hills partnered with the tennis superstar, former World No. 1 Boris Becker aiming to develop the sport in China and unearth Chinese Grand Slam champions.

In conjunction with Mission Hills, the six-time Grand Slam champion created the world's first Boris Becker Tennis Academy here in China.

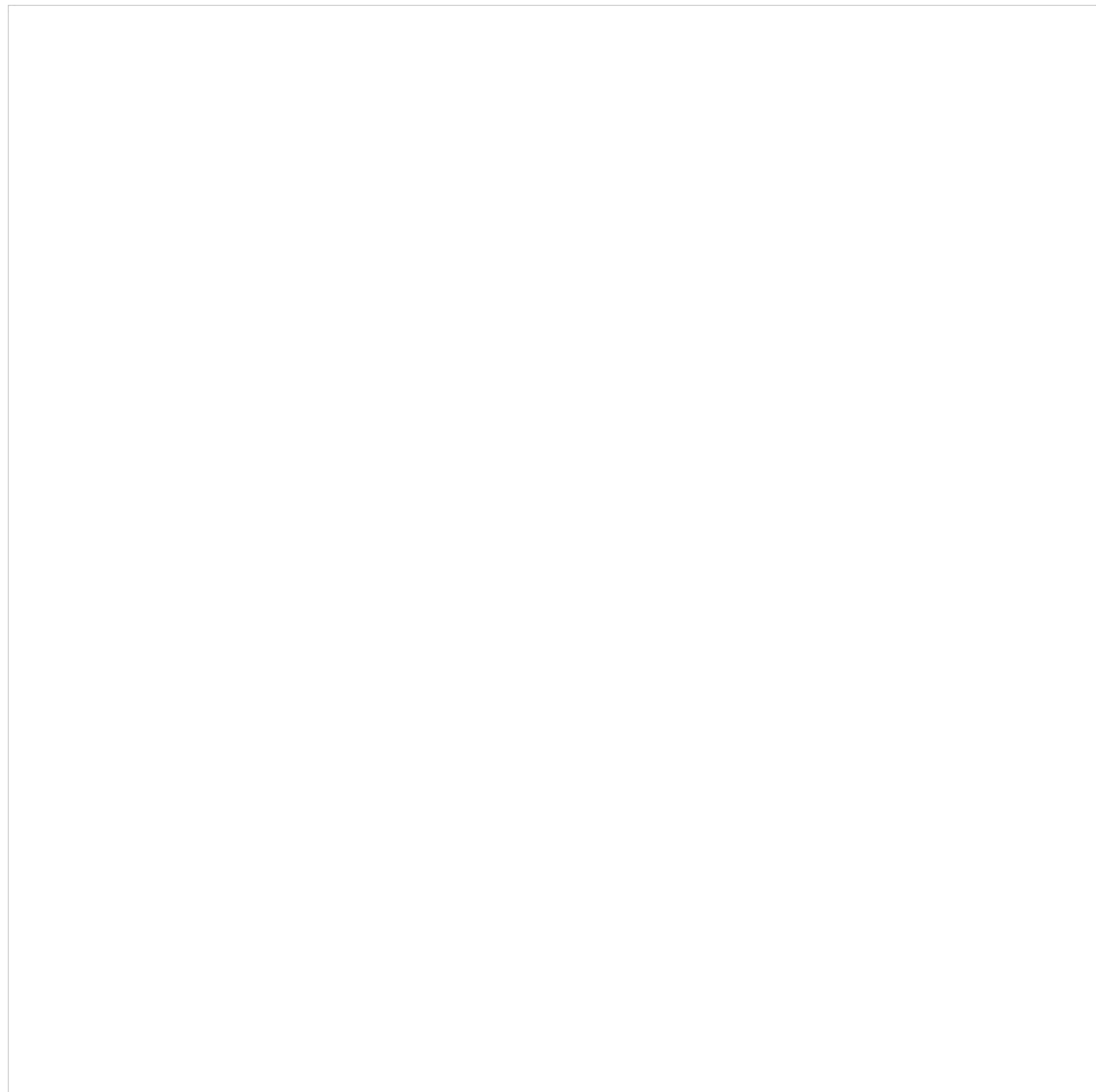
In February 2017, Mission Hills partnered with Futbol Club Barcelona (FCB) to jointly open a major football academy in Haikou. The FCBEscola in Haikou will be the first overseas FCB football school directly managed by FCB. The FCBEscola in Haikou will be staffed by FCB coaches and will follow the same training methods used by the FCB youth teams. FCB and Mission Hills will also open an interactive FCB Barcelona experience area in Mission Hills Haikou. With the grand opening scheduled in 2017, the 7,000-square-meter FCB facility will offer visitors immersive and interactive experiences to bring people closer to the Barça brand, highlighting its stars and their stories, as well as the legendary club's history, philosophy and values. It also offers official FCB merchandise and includes a food and beverage outlet.

For more information and latest updates, visit us at [www.missionhillschina.com](http://www.missionhillschina.com) or follow us on our social media pages at:

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