



**For Immediate Release**

## **WWE® CREATES NEW YOUTUBE GAMING CHANNEL**

**STAMFORD, CONN. – June 16, 2015** – WWE today launched *UpUpDownDown*, a new YouTube channel focusing on the world of video gaming, hosted by WWE Superstar and avid gamer, Xavier Woods®. Woods, also known to online players by his handle “Austin Creed,” will be joined by YouTube celebrities, WWE Superstars and video game editors who will star in daily programming about everything in the world of gaming - from current hits like “WWE 2K15” and “The Witcher” to classic series like “FIFA” and “Grand Theft Auto.”

“By leveraging WWE’s massive influence on YouTube and tapping into a content vertical that scores highly among our fans, we’re poised to make an immediate impact with this new channel,” said Lisa Fox, WWE Executive Vice President, Content. “We’re confident that *UpUpDownDown* will entertain not only WWE fans, but gamers everywhere.”

WWE has a powerful presence on YouTube, having served more than 5 billion video views in the last 12 months and boasting more than 6.4 million subscribers, making it the No. 1 Sports channel on the platform ahead of the NBA, MLB, NFL, NHL, ESPN and NASCAR.

Programming for [UpUpDownDown](#) will include:

- *UpUpDownDown Plays* (Mondays) – A “Let’s Play” style show featuring Woods and other personalities playing through today’s hottest titles.
- *For the Lolz* (Wednesdays) – Woods and others explore the vast worlds of popular sandbox games like Grand Theft Auto V, where just about anything and everything can happen.
- *Jump Scares* (Fridays) – Delving deep into the horror genre, players push their intestinal fortitude to the limit by creeping through the industry’s most bloodcurdling games.
- *Superstar Savepoint* (Saturdays) – Guests are tasked with jumping into a random game totally “cold,” and must help lead Woods to gaming glory in this unpredictable co-op experiment.
- *Gamer Gauntlet* (Sundays) – Woods and friends challenge each other for more than gaming bragging rights, with losers suffering pre-determined penalties.

## **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](http://www.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; 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.

