



# WWE® and PPTV Announce Exclusive Multi-Year Partnership in China

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## **WWE Live Event Returns to Shanghai in September; WWE Signs First-Ever Chinese Talent to Developmental Contract**

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE ushered in a new era in China today, announcing an exclusive multi-year content distribution agreement with PPTV; the return of a WWE live event to Shanghai on Saturday, September 10, 2016 at 7 pm; and Bin Wang as the first-ever Chinese talent signed to a developmental contract. The historic announcements were made today at the Mercedes-Benz Arena in Shanghai by WWE Chief Revenue & Marketing Officer Michelle D. Wilson, WWE Superstar John Cena®, WWE Vice President & General Manager of Greater China Jay Li, WWE Executive Vice President, Talent, Live Events & Creative Paul "Triple H"® Levesque, Vice President of PPTV, General Manager of PPTV Sports Stephen Zhang and CEO of Shanghai Expo Development Ltd. Ding Hao.

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"Today's historic announcements further demonstrate WWE's long-term commitment to China," said WWE Chairman & CEO Vince McMahon. "Partnerships with PPTV and Expo Group, as well as the signing of Bin Wang, will enable us to engage our fans in China like never before."

### **PPTV**

As part of WWE's commitment to its fans in China, the company announced an exclusive multi-year agreement with PPTV to deliver its flagship shows Raw® and SmackDown® in Mandarin.

Starting June 28, for the first time ever, fans in China will be able to stream all three hours of Raw and two hours of SmackDown on demand exclusively on PPTV and PPTV Sports. Fans can download the PPTV App and watch Raw and SmackDown on Smart TV's, set-top boxes, mobile devices and tablets, as well as on PPTV.com and Sports.PPTV.com. In addition, WWE short-form content will be available on PPTV's digital platforms and PPTV will leverage popular digital and social platforms, including WeChat and Sina Weibo, to share WWE content with fans throughout China. PPTV will also launch and manage a new WWE website in China.

WWE ushered in a new era in China today, announcing an exclusive multi-year content distribution agreement with PPTV. (Photo: Business Wire)

"There's a long history between PPTV Sports and WWE in programming distribution. Now with the new exclusive partnership, these joint efforts will bring passion and family-friendly fun of WWE programming to millions of fans here in China just like in the U.S.," said Stephen Zhang, General Manager of PPTV Sports.

### **WWE LIVE EVENT**

WWE returns to China with its first live event in more than three years with WWE Live 2016 China on Saturday, September 10 at 7 pm at the Mercedes-Benz Arena. Tickets for WWE Live 2016 China will go on sale this Saturday, June 18 at 12 pm and can be purchased online at [www.gewara.com](http://www.gewara.com) and [www.wesai.com](http://www.wesai.com), or by calling the Gewara ticket hotline at 1010 1068. WWE Superstars scheduled to appear include current WWE World Heavyweight Champion Roman Reigns, current WWE Women's Champion Charlotte and WWE Superstars John Cena, Seth Rollins and Sasha Banks.

"WWE's China debut rocked Shanghai Expo in 2010, and now we are excited that deafening cheers from WWE fans will be heard again in 2016 at the Mercedes-Benz Arena," said Ding Hao, CEO of Expo Group.

### **BIN WANG**

WWE made history today by signing Bin Wang to a developmental contract, giving him the opportunity to train to become the first-ever Chinese Superstar in WWE history. At 6-foot-3, 220 pounds, the 22-year-old from Anhui has been training for the past two years in Japan at *Inoki Genome Federation (IGF)*, a wrestling and MMA promotion founded by WWE Hall of Famer Antonio Inoki.

Wang will relocate to Orlando, Florida this Sunday, June 19, where he will begin training out of the state-of-the-art WWE Performance Center. With seven training rings, a world-class strength and conditioning program and cutting-edge edit and production facilities, the Performance Center will allow Wang to develop his skills through a comprehensive program that includes in-ring training, physical preparedness and character development.

"It is an honor to be the first-ever Chinese talent in WWE history," said Bin Wang. "There are no fans in the world that show the same passion as the WWE Universe, and I look forward to training and developing my skills so I can perform for them in the future."

### **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 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/>.

**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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