



WWE® Consumer Products Achieve Global Popularity

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

Led by an exceptional presence in Europe, Australia and Asia, WWE consumer products have exploded globally. The impetus behind much of WWE's consumer product success has been the growing sales and distribution of WWE branded toys, video games, DVDs and regional international licensed product deals.

WWE action figures have consistently been ranked among the top three selling action figure brands in major retailers worldwide. In the U.K., WWE is now the fastest growing toy brand according to monthly NPD data. In Australia, WWE is the No.1 selling brand in year-to-date sales in the Action Figure category, up more than 150 percent in units and sales.

WWE and THQ released "SmackDown(R) vs. Raw(R) 2007" in November 2006 and more than 4 million units have been sold globally across all platforms to date. Available on PlayStation 2, PSP, and the Xbox 360, the game won "Best Fighting Game" for 1 Up.com, as well as "Fighting Game of the Year" and subsequently "Game of the Year" by Official Xbox Magazine. It also won "Best Sports Game" in the Austrian Games Choice Awards.

Replicating success among toys and video games, DVDs have continued to do well in markets outside North America. Recently the one millionth DVD was sold in Australia, where WWE also currently holds the No.1 market share position in the sports DVD category, ahead of Rugby -- Australia's most watched sport. In Japan, the first quarter of 2007 saw the long-awaited release of "WrestleMania(R): the Complete Anthology" box set, the first from Toho Corporation, creator of the original Godzilla phenomenon and new distributor for J Sports. Also during the first quarter, WWE home video distribution expanded into several new key markets, including France and Portugal.

"While WWE continues to grow in North America, our efforts to expand into overseas markets have met with great success," said Donna Goldsmith, Executive Vice President, Consumer Products. "Our Superstars, and products that feature their likeness, are becoming as popular in international retail markets as they have been in North America."

WWE's international success has been built off a consistently strong presence in North America. With the addition of new apparel licensees Hybrid Tees and Fifth Sun, WWE has recently developed a new, retail tiered apparel program with positive early results. The new licensees placed WWE licensed apparel into major retailers including JC Penney, Kohl's, Target, Hot Topic, Urban Outfitters, and others.

Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE), can be found at wwe.com and 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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