



## WWE® Signs Deals in Poland, Serbia, Greece and Turkey

---

**06/20/2007**

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

World Wrestling Entertainment, Inc. (NYSE: WWE) today announced new breakthrough TV deals in Poland, Serbia, Greece and Turkey. The deals, across Free and Pay TV represent 196 hours of original WWE programming to four key new markets.

In Poland, "WWE RAW", a one-hour version of the popular U.S. program "Monday Night RAW," will be broadcast on Extreme Sports Channel, a cable channel wholly owned by Liberty Global Europe, Europe's biggest cable TV provider. Extreme Sports Channel is available on digital cable as well as many digital satellite services, providing premium extreme sports to over 50 territories and in 12 languages.

In Greece, Multichoice Hellas will broadcast "WWE RAW" on Supersport, the only premium 24-hour sports television service available in Greece. Supersport is available terrestrially and via satellite on Nova, a DTH satellite service owned and operated by Multichoice Hellas.

In Serbia, "WWE RAW" will launch on Fox Televizija, a national commercial television network launched in November 2006 as a joint venture formed in cooperation between News Corporation and partners in Serbia.

In Turkey, Digiturk, the largest and only digital DTH satellite network operator, will broadcast "WWE RAW" on S'NEK. Digiturk offers 128 television, radio and interactive channels, including access to premium blockbuster movies and sports exhibitions.

"These television deals are milestones in the roll-out of WWE programming in Eastern and Southern Europe; it's a direct response by program buyers who have seen the strong commercial potential of WWE throughout Europe," said Andrew Whitaker, Deputy Chief Executive, International TV. "The TV industry has clearly seen that WWE programming has a proven track record in delivering viewers, advertisers and subscribers on a global basis."

Additional information on World Wrestling Entertainment, Inc. can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For our global activities, go to [www.wwe.com/worldwide/](http://www.wwe.com/worldwide/).

World Wrestling Entertainment, Inc. (NYSE: WWE) is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York City, Los Angeles, Toronto and London. Additional information on the company can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com).

Trademarks: All World Wrestling Entertainment, Inc. programming, talent names, images, likenesses, slogans, wrestling moves, and logos are the exclusive property of World Wrestling Entertainment, Inc. ECW is a trademark of WWE Libraries, Inc. All other trademarks, logos and copyrights are the property of their respective owners.

Source: World Wrestling Entertainment, Inc.

Contact: World Wrestling Entertainment, Inc. Media: Gary Davis, 203-353-5066 Vice President, Corporate Communications or Investor: Michael Weitz, 203-352-8642 Vice President, Investor Relations, Planning & Analysis