



## RAW® Ratings, Web Soar

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

WWE Chairman Vince McMahon's weekly million dollar giveaway swelled the wallets of some lucky "Monday Night RAW" viewers, and the ratings for cable's No. 1 regularly scheduled weekly telecast.

In the three weeks since McMahon's Million Dollar Mania started, total viewership for Monday Night RAW increased 25% in its regular time slot (9:00p.m.-11:08p.m. ET). For the past two weeks, Monday Night RAW, in its regular time slot, has been the No. 1 program on television among the coveted 18 - 49 male demo, beating all programming on both cable and broadcast networks.

The impact on WWE.com has been equally impressive. More than two million unique visitors came to WWE.com logging more than six million entries during the first three weeks of the promotion. Since June 2, web traffic to WWE.com has dramatically increased, 28% among unique visitors and 25% for page views, which now stand at more than 15 million per day.

Additional information on World Wrestling Entertainment, Inc. (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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Source: World Wrestling Entertainment, Inc.

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