

ION Television Debuts WWE Main Event

06/25/2012

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) and ION Television today announced a new weekly one-hour original series airing on Wednesday nights at 8/7C. WWE Main Event will debut on October 3, 2012, and feature WWE Superstars and Divas from the rosters of Monday Night Raw and Friday Night SmackDown. The new show will be available in 100 million U.S. television households on ION Television, a top-rated general entertainment network that features a broad mix of critically acclaimed series, movies and original programming.

"ION Television is delighted to begin a new partnership with such a successful and well-recognized franchise as WWE," said Brandon Burgess, CEO, ION Media Networks. "As a general entertainment network with a solid foundation, WWE Main Event is a great addition to our lineup that features something for everyone. We look forward to introducing our ION audience to all of the excitement and drama WWE has to offer as well as welcoming a passionate new fan base to the network."

"WWE looks forward to this new partnership with ION Television," said Vince McMahon, WWE Chairman and CEO. "We are excited about producing this new television show, WWE Main Event, and bringing our fans to ION Television every Wednesday."

WWE Main Event will feature in-ring action and fit seamlessly in storylines from Monday Night Raw and Friday Night SmackDown, making Wednesday night appointment viewing for fans. The new series will offer a big arena experience with live audiences like current WWE weekly programs.

About WWE:

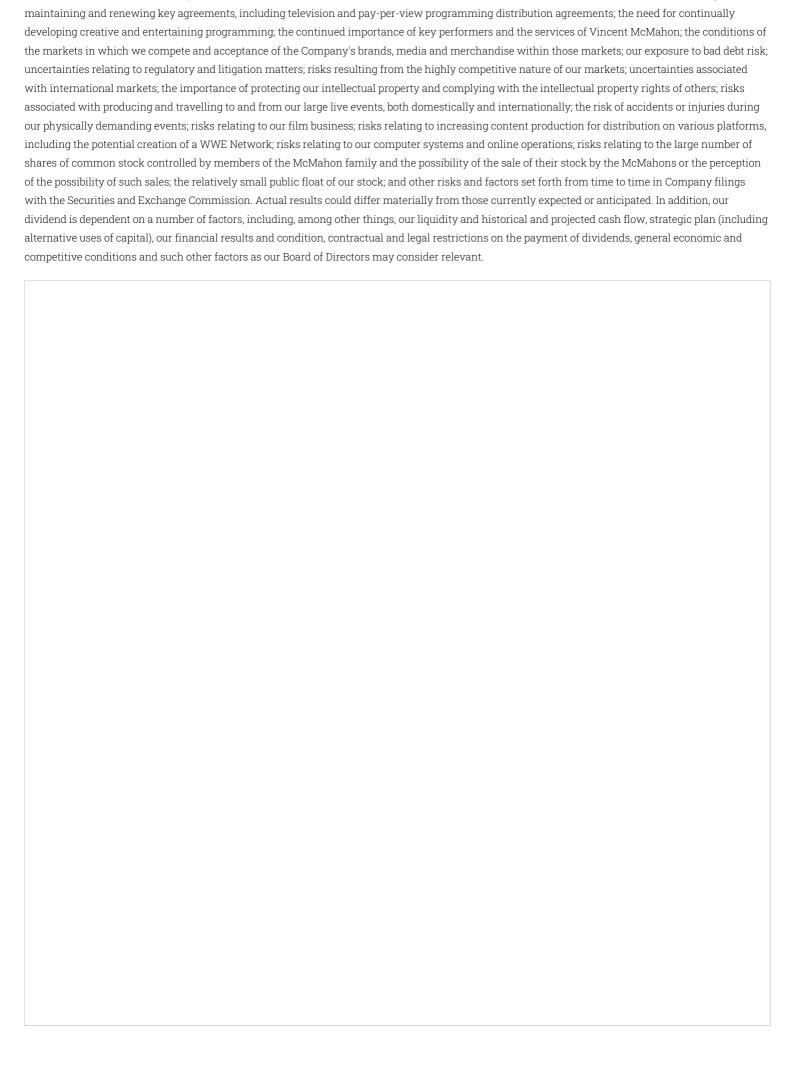
WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 600 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Miami, London, Mumbai, Shanghai, Singapore, Istanbul and Tokyo.

Additional information on WWE (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/.

About ION Television:

ION Television is a leading U.S. general entertainment network, combining high-quality programming and dependable broadcast distribution with an attitude of innovation and growth normally associated with a cable channel. Its "Positively Entertaining" network brand positioning features a formula of proven series, an expansive catalog of blockbuster movies and a commitment to introduce new original programming. Since its recent launch in 2008, ION's reach has grown to 100 million households and has become one of the top-15 TV rated U.S. networks in record time. For more information, visit www.iontelevision.com.

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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

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