



ION Television Debuts WWE Main Event

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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 www.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.

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 maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.



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