



Jim Connelly, Former NFL Executive, Joins WWE®

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STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment, Inc. has named Jim Connelly as Senior Vice President, Consumer Products. Connelly will oversee WWE's Global Licensing, Home Entertainment, Book and Magazine publishing. He will report directly to Donna Goldsmith, Chief Operating Officer.

Connelly spent nearly 25 years with the National Football League, where his last position was Managing Director of NFL Europe/NFL Europe League (EL). His responsibilities included all NFL business, brand, marketing, media, fan and player development initiatives in the UK and Europe including the launch of two new EL franchises.

Connelly also held the position of SVP of Consumer Products, where he negotiated first time license agreements with the three largest global footwear/apparel makers and positioned the NFL as the first sports league to introduce a TV home shopping program on QVC. In addition, he served as VP, International Marketing, and Senior Marketing Manager for Corporate Sponsorships.

"We are thrilled to be able to tap into Jim's extensive experience in marketing, consumer products and branding," said Donna Goldsmith, COO, World Wrestling Entertainment. "As a proven and recognized business leader both in the U.S. and in Europe, Jim's business acumen will be an asset in furthering our consumer products business globally."

After leaving the NFL in 2007, Connelly was a founding partner with The Convergence Network executive search group and also Brand Art LLC where he was appointed the global licensing agent for St. Andrews' new golf and lifestyle product businesses.

Connelly has a MBA from The College of William and Mary and a BA from Georgetown University.

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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Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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 to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

Source: World Wrestling Entertainment, Inc.

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