



WWE® Takes AXXESS To LA

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STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment(R) today announced that in addition to SummerSlam(R) airing on pay-per-view Sunday, August 23rd live from the Staples Center, WWE will hold SummerSlam AXXESS, presented by The Army National Guard, in the Nokia Plaza at LA Live the weekend of August 22nd. The two-day extravaganza will give thousands of fans an unprecedented chance to interact with their favorite WWE Superstars and Divas, witness live WWE action in an official WWE ring, and immerse themselves first-hand in WWE culture.

SummerSlam AXXESS will provide fans the opportunity to get autographs of their favorite Superstars and Divas, create their own Superstar entrance with a keepsake DVD, and participate in several WWE interactive experiences. Additionally, fans can partake in Pepsi Max's interactive backyard, and the Army National Guard's simulated games.

The first session of SummerSlam AXXESS will be held Saturday, August 22nd from 11:00 AM - 3:00 PM, followed by a second session from 4:00 PM - 8:00 PM. SummerSlam AXXESS continues on Sunday, August 23rd from 12:00 Noon - 4:00 PM. Tickets are \$15 per session and available through Ticketmaster by calling 1-800-745-3000 or through www.wwe.com. Tickets will also be available at the Staples Center box office that weekend.

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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