



WWE® Establishes Social Media Channel, WWE INVESTOR, for Investors and Analysts

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) announced that it has established investor-oriented channels on the major social media networks, including Facebook, Twitter and YouTube. Investors and analysts can find our WWE investor channel/ accounts at the following sites:

- <http://www.facebook.com/wweinvestor>
- <http://www.twitter.com/wweinvestor>
- <http://www.youtube.com/wweinvestor>

The objective of this initiative, which is part of our global communications program, is to facilitate a more comprehensive understanding of WWE's strategy, operations, performance and customers. "Our perspective is that social media represents a fundamental shift in the way we communicate. We believe that effective communication with investors and analysts includes the use of social media that is focused on that community," stated George Barrios, Chief Financial Officer.

To-date, WWE has effectively used social media to share our brands with consumers. With more than 72 million Facebook fans, 28 million Twitter followers, and more than one billion videos viewed on YouTube, WWE can be identified as one of the strongest commercial brands worldwide. *This* effort is intended to replicate such communication with the financial community.

As an example, you can find timely updates of important financial developments, such as our upcoming earnings announcement, on Twitter, and a video presentation demonstrating the strength of our diverse global businesses on YouTube.

We invite you to "like", "follow" and "subscribe" to *WWE INVESTOR* on Facebook, Twitter and YouTube, respectively.

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/>.

If you have additional questions, please contact WWE Investor Relations via e-mail at investor.relations@wwecorp.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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