



# Philadelphia to Host **WrestleMania® 40**

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STAMFORD, Conn.--(BUSINESS WIRE)-- Philadelphia Mayor Jim Kenney, the Philadelphia Eagles, the Philadelphia Convention and Visitors Bureau, PHL Sports and WWE® (NYSE: WWE) are proud to announce that Lincoln Financial Field in Philadelphia will host WWE's pop-culture extravaganza, *WrestleMania 40*, on Saturday, April 6 and Sunday, April 7, 2024.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220727005368/en/>

(Photo: Business Wire)

*WrestleMania* is more than a two-day event; it's a week-long celebration. In addition to *WrestleMania*, other events will include *Friday Night SmackDown®*, the 2024 *WWE Hall of Fame Ceremony®* and *Monday Night Raw®* at Wells Fargo Center as well as other fan events at the Pennsylvania Convention Center. In addition, WWE will also host multiple community outreach events, including hospital visits and Be a STAR® bullying prevention rallies, designed to give back to the local region.

Over the past decade, *WrestleMania* has generated more than \$1.25 billion in cumulative economic impact for the cities that have hosted the event. This past April, 156,352 fans from all 50 states and 53 countries attended *WrestleMania* at AT&T Stadium, generating a record \$206.5 million economic windfall for the Dallas/Arlington region.

"We are proud to welcome WWE fans from around the world to Philadelphia to be a part of the historic 40<sup>th</sup> *WrestleMania* in 2024," said Philadelphia Mayor Jim Kenney. "The week-long series of events will help put a global spotlight on our great city while also generating a major impact for our local economy."

"Philadelphia is excited to host *WrestleMania* for the first time in 25 years," said Philadelphia Convention and Visitors Bureau President & CEO Gregg Caren. "The combination of Philadelphia's passionate fans joining forces with WWE's worldwide fan base will create an incredible electricity throughout the city for the events at Lincoln Financial Field, Wells Fargo Center and the Pennsylvania Convention Center."

"The Philadelphia Eagles are thrilled to partner with WWE as *WrestleMania* makes its much-anticipated return to Philadelphia in 2024," said Philadelphia Eagles President and PHL Sports Chair Don Smolenski. "We are excited to help showcase the industry's most iconic event in front of a global viewing audience and look forward to providing WWE fans in attendance with a first-class experience at Lincoln Financial Field."

"On behalf of WWE, we are thrilled to bring *WrestleMania* back to the City of Brotherly Love," said WWE Executive Vice President of Special Events John Saboor. "We thank all of our local partners who were integral in making this long-awaited return a reality."

Additional information on *WrestleMania* at Lincoln Financial Field will be announced in the near future.

## **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, premium live event, digital media and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all premium live events, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network.

Additional information on WWE can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com).

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**Forward-Looking Statements:** The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for certain statements that are forward-looking and are not based on historical facts. Statements in this press release that include the words "may," "will," "could," "anticipate," "plan," "continue," "project," "intend," "estimate," "believe," "expect," "outlook," "target," "goal" and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such words. These statements relate to our future plans, objectives, expectations and intentions and are not historical facts and accordingly involve known and unknown risks and uncertainties and other factors that may cause the actual results or the performance by us to be materially different from future results or performance expressed or implied by such forward-looking statements. The forward-looking statements in this press release are subject to certain risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: the COVID-19 outbreak, which may continue to affect negatively world economies as well as our industry, business and results of operations; entering, maintaining and renewing major distribution and licensing agreements; a rapidly evolving and highly competitive media landscape; WWE Network; computer systems, content delivery and online operations of our Company and our business partners; privacy norms and regulations; our need to continue to develop creative and entertaining programs and events; our need to retain and continue to recruit key performers; the possibility of a decline in the popularity of our brand of sports entertainment; risks related to the resignation of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and/or our inability to compete effectively, especially against competitors with greater financial resources or marketplace presence; uncertainties associated with international markets including possible disruptions and reputational risks; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events; large public events as well as travel to and from such events; our expansion into new or complementary businesses, strategic investments and/or acquisitions; our accounts receivable; the construction and move to our new leased corporate and media production headquarters; litigation; a change in the tax laws of key jurisdictions; our feature film business; a possible decline in general economic conditions and disruption in financial markets including any resulting from COVID-19; our indebtedness including our convertible notes; our potential failure to meet market expectations for our financial performance; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; our share repurchase program; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the volatility of our Class A common stock. 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 (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by WWE speak only as of the date made, are subject to change without any obligation on the part of WWE to update or revise them, and undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with WWE's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of WWE's SEC filings, including, but not limited to, our annual report on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K.

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