



WWE® Names Michele Martell VP of Kids Entertainment

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) today announced the appointment of Michele Martell as Vice President, Kids Entertainment. Martell, who will report to WWE Executive Vice President, Creative, Stephanie McMahon, will be responsible for overseeing the strategic development, execution, and promotion of WWE's kids entertainment strategy. Martell will focus on production, digital media, consumer products, marketing and fan engagement as well as identifying opportunities for external partnerships, acquisitions and community events, all on a global basis.

Michele Martell, VP of Kids Entertainment, WWE. Prior to joining WWE, Martell held the position of Chief Operating Officer and General Counsel for SD Entertainment, where she oversaw the acquisition strategy and execution for entertainment products with an emphasis on children's brands. Her focus was on the building and expansion of all kids, family and lifestyle entertainment products, digital distribution, marketing, consumer engagement and licensing negotiation. Before SD Entertainment, Martell was Chief Operating Officer of the Entertainment Group for Cinedigm Digital Cinema Corp, and was the co-founder of leading digital cinema distribution company The Bigger Picture, which theatrically released more than 200 films and events, as well as its long-running family matinee program, Kidtoon Films.

Martell has also held positions including Vice President of Business Affairs and Business Development at The Jim Henson Company; Senior Counsel of Legal Affairs for Turner Broadcasting System, Inc.; and was an attorney in private practice with the entertainment firm Hill Wynne Troop & Meisinger.

Martell graduated with a Juris Doctor from UCLA School of Law and with a Bachelor of Arts from Pomona College.

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 150 countries and 30 languages and reaches more than 650 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/>.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130805005838/en/>

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