



WWE® and Canal 1 Announce Agreement to Televis Raw® and SmackDown® in Colombia

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BOGOTA, Colombia & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) and Canal 1 today announced a new agreement to broadcast WWE's flagship programs *Raw*® and *SmackDown*® in Colombia on Canal 1 beginning Saturday, August 19.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170808006495/en/>

Every Saturday at 3 p.m., Canal 1 will televise a one-hour edition of *Raw* followed by a one-hour edition of *SmackDown* at 4 p.m., both with Spanish commentary. In addition, beginning August 20, *WWE Experience*®, which airs weekly highlights of current WWE storylines, will broadcast on Sundays at 3 p.m.

"We're pleased to have Canal 1 join us as our first national over-the-air broadcast partner in Colombia," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "This partnership allows us to expand our reach in Colombia and deliver our unique blend of action-packed, family friendly entertainment to WWE fans throughout the country."

"Keeping our promise to deliver a channel that is relevant and different from what Colombians are accustomed to seeing, it is a pleasure to partner with one of the biggest brands in entertainment, WWE," said Felipe Boshell, President, Canal 1. "WWE is very popular in Colombia, and we are proud to be the first national over-the-air television channel to bring the best of WWE to our viewers."

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 reaches more than 650 million homes worldwide in 20 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (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/>

About Canal 1

The new Canal 1 was created to offer a new television experience based on the values of inclusion, closeness, diversity and independence that reflects the tastes and interests of all Colombians.

More than 30 talent and renowned executives in Colombia have joined this new independent television project inviting everyone to change to 1.

Plural Communications is made up of four partners with a great experience in the sector: RTI, the dean of television in Colombia; CM& and NTC, the most prestigious news producers in the country; and the U.S. media group entertainment expert Hemisphere Media Group.

Plural Communications is the only Canal 1 concessionaire that operates on RTVC's public network, which reaches more places than any other channel and with the best quality.

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: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services 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 greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; 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 including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which 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 relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and 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 the Company speak only as of the date made, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.

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Media:

WWE

Chris Bellitti, 203-352-8759

Christopher.Bellitti@wwecorp.com

or

Investors:

Michael Weitz, 203-352-8642

Michael.Weitz@wwecorp.com

Source: WWE