



PPTV and WWE® to Launch WWE® Network in China

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SHANGHAI & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE® (NYSE: WWE) and PPTV (a Suning Sports Media company) today announced that WWE Network will be available in China for the first time beginning on Friday, August 18, launching exclusively on PPTV as a subscription video-on-demand service featuring all WWE live pay-per-view events, including *WrestleMania*® and the upcoming *SummerSlam*®.

PPTV customers can download the PPTV App and watch WWE Network content via smart TVs, set-top boxes, mobile devices and tablets, as well as on www.wwe.cn, www.PPTV.com and www.Sports.PPTV.com. Fans can sign up in time to watch one of WWE's marquee events of the year, *SummerSlam*®, live in Mandarin, on Monday, August 21 at 7:00 AM Beijing time.

"When we began our exclusive partnership with WWE, we brought WWE's signature programming *Raw*® and *SmackDown*® to PPTV and received a great response from WWE fans in China," said Godfrey Zeng, Executive Vice President of Suning Sports Media, parent company of PPTV. "In April, we offered *WrestleMania* as a pay-per-view event, and again, our fans responded enthusiastically. We are now launching WWE Network on PPTV and presenting the entire lineup of WWE pay-per-views and other premium content to continue to better serve WWE fans in China."

"PPTV is a tremendous partner and has been key in helping us engage with WWE fans in China and further establishing our brand in this important market," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "With this launch, WWE Network is now available in every market, reaching more than 180 countries around the world, delivering all our premium live events and an archive of action-packed, family-friendly entertainment that has thrilled WWE audiences for years."

WWE Network on PPTV will showcase WWE's major live events and ground-breaking original series, including *NXT*® and *205 Live*™; reality shows, such as *Total Divas*; documentaries; and classic matches from WWE's storied history. PPTV will continue to expand WWE Network's video-on-demand library, adding more than 1,000 hours of content over the next 12 months.

In addition to offering WWE Network as a subscription service, PPTV will also offer its customers premium live events such as *WrestleMania*®, *SummerSlam*®, *Royal Rumble*® and *Survivor Series*® as well as other WWE Network Specials on a pay-per-view basis.

Last year, WWE announced an exclusive multi-year agreement with PPTV to deliver its flagship shows, *Raw* and *SmackDown*, live in Mandarin. In addition, WWE short-form content is available on PPTV's digital platforms, and PPTV leverages popular digital and social platforms, including WeChat and Weibo, to share WWE content with fans throughout China. This year, *WrestleMania* was made available in China for the first time, via PPTV.

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 PPTV

PPTV Sports is a pioneer in providing sports content streaming service in China. PPTV Sports is dedicated to creating a first-in-class web-based sports platform that integrates content and service delivery through all channels for all sports fans.

PPTV Sports is a wholly owned subsidiary of Suning group. With Suning's support and commitment, PPTV Sports has acquired exclusive rights to the CSL, AFC, La Liga, EPL, WWE and UFC content, forming a sports content matrix centered around soccer and supplemented by other IP, integrating an entire value chain from broadcast, rights distribution, and merchandise, to fan club membership operations. PPTV Sports now offers our fans 24x7 sports content, covering live broadcast as well as on demand and will continue to strive to deliver better interactive experiences to our fans.

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; the possibility of 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 exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; 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 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 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 the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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