



WWE®'s 'Biggest Party' Rolls into SummerSlam® Weekend

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STAMFORD, Conn.--(BUSINESS WIRE)--

World Wrestling Entertainment(R) and its fans will be celebrating the culmination of the company's summer-long "Biggest Party of the Summer(TM)" campaign with a blow-out weekend leading into this year's annual pay-per-view spectacular, SummerSlam, on Sunday, August 26. SummerSlam will be broadcast live from Continental Airlines Arena in East Rutherford, N.J., starting at 8 p.m. ET/5 p.m. PT.

The Biggest Party of the Summer has been hitting amusement parks, concerts, beaches and other venues all summer, with promotional efforts including WWE Superstar and Diva appearances, sponsorship integration, concert tie-ins, sweepstakes and special merchandise sales.

As part of SummerSlam weekend, WWE will be announcing the winner of its "Are You WWE's Biggest Fan?" video contest at a special red carpet event in New York City's Times Square on Friday, August 24. The contest, run by Ziddo.com, exceeded all expectations with WWE fans submitting more than 1,000 video submissions. The submissions were viewed 785,000 times during the contest. WWE is bringing the 15 finalists to New York City to have their videos voted on by WWE Superstar judges John Cena(R), Stone Cold Steve Austin(R), Batista(TM) and Randy Orton(R). One lucky winner will be crowned WWE's 'Biggest Fan' and will receive a grand prize of \$25,000.

On Sunday, August 26, WWE Superstars will be on hand at Continental Airlines Arena for a special fundraiser for ex-Giant defensive end George Martin's "Journey for 9/11" from 4 p.m. to 6 p.m. For a donation of \$10, fans can take photos with WWE Superstars and meet George Martin, with all money raised being donated to the "Journal for 9/11." On September 15, Martin will set out on a walk across America, from New York City to San Francisco, to raise awareness and money for rescue workers experiencing health issues related to their heroic work at ground zero in the aftermath of the terrorist attacks on September 11, 2001. WWE is one of the sponsors of the "Journey for 9/11."

All the excitement leads up to the 20th annual SummerSlam, returning this year to New Jersey's Continental Airlines Arena at the Meadowlands, which was the site of the second SummerSlam held in 1989. This year's event is already shaping up to be one of WWE's best ever, as the 20,000 seat arena is completely sold out.

Additional information on World Wrestling Entertainment, Inc. (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/>.

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Source: World Wrestling Entertainment Inc.

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