



World Wrestling Entertainment, Inc. Announces Date for First Quarter Earnings Release and Conference Call

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STAMFORD, Conn.--(BUSINESS WIRE)--Aug. 15, 2006--

World Wrestling Entertainment, Inc. (NYSE:WWE) announced that it will report results for the quarter ended July 28, 2006, on August 31, 2006. The three-month period represents the first quarter of the Company's 2006 transition period. In June, WWE(R) announced that its Board of Directors had elected to change the Company's fiscal year end to a calendar basis beginning with calendar year 2007, resulting in an eight-month transition period through December. The Company will host a conference call on Thursday, August 31, 2006, at 11:00 a.m. ET to discuss the results.

All interested parties are welcome to listen to a live web cast that will be hosted through the Company's web site at corporate.wwe.com. Participants can also access the conference call by dialing 800-895-3606 (conference ID: WWE). Please reserve a line 15 minutes prior to the start time of the conference call.

The earnings release and presentation to be referenced during the call can be found at corporate.wwe.com.

A replay of the call will be available approximately three hours after the conference call concludes, and can be accessed at corporate.wwe.com.

World Wrestling Entertainment, Inc. (NYSE: WWE) is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York City, Los Angeles, Toronto and London. Additional information on the company can be found at wwe.com and corporate.wwe.com.

Trademarks: The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks, which are the exclusive property of World Wrestling Entertainment, Inc. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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.

Source: World Wrestling Entertainment, Inc.

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