



WWE® & Goldin Partner to Auction One-of-One Vince McMahon “Billionaire Bucks” T-Shirt & Signed Billion Dollar Bill

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Fans Can Also Bid to Win a Tour of the WWE Warehouse with Triple H & A Behind-the-Scenes WrestleMania Experience and Meet-&-Greet with The Undertaker

Auction Includes 7 SummerSlam Memorabilia Items

RUNNEMEDE, N.J. & STAMFORD, Conn.--(BUSINESS WIRE)-- Goldin, the leading marketplace for trading cards, collectibles and memorabilia, and WWE® (NYSE: WWE) have partnered to offer a billion dollar bill featuring and signed by Vince McMahon, WWE Chairman & CEO, and a 1-of-1 “Billionaire Bucks” t-shirt through [Goldin’s Card & Memorabilia Auction that opens today](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210816005370/en/>

(Photo: Business Wire)

Fans can also bid for a chance to win a tour through WWE’s Warehouse with Triple H as their guide to see one-of-a-kind pieces, including iconic match-worn gear, championship title belts and rings from legendary events. A lucky fan will also be able to win two tickets and a behind-the-scenes experience at *WrestleMania* featuring a meet-and-greet with The Undertaker.

The autographed billion-dollar bill and “Billionaire Bucks” t-shirt were created specifically for this auction. An additional unsigned bill and “Billionaire Bucks” t-shirt will be available for auction in-venue at *SummerSlam* in Las Vegas this Saturday, August 21.

“We are honored to be working with WWE for our first-ever auction featuring fan experiences,” said Ross Hoffman, CEO of Goldin. “WWE has built a brand that is constantly innovating and providing the best to their fans, and we could not be more proud to help provide a new way to engage with their passionate fans. And what better way to do so than to offer experiences with storied WWE Legends Triple H and The Undertaker!”

“Goldin is a clear industry leader, and we believe this is an incredible opportunity to give fans a chance to own a unique piece of SummerSlam history,” said Scott Zanghellini, WWE Senior Vice President, Revenue Strategy & Development.

(Photo: Business Wire)

In addition to the one-of-a-kind experiences, the auction will also feature 7 WWE *SummerSlam* memorabilia items, such as:

- The **Barb Wire Baseball Bat** Ric Flair used in his victory against Mick Foley in the “I Quit” match at *SummerSlam* 2006 (LOT 23)
- The **shears** Brutus “The Barber” Beefcake and Hulk Hogan used in their 1989 match victory against “Macho Man” Randy Savage and Zeus (LOT 24)
- The **Night Stick** Big Boss Man used in his match against Koko B. Ware at *SummerSlam* 1988 (LOT 25)
- The Money in the Bank **Briefcase** Randy Orton cashed in on Daniel Bryan to become WWE Champion at *SummerSlam* 2013 (LOT 26)
- The Arena Banner used at *SummerSlam* from 1992-1997 (LOT 27)
- The Ring Skirt used at *SummerSlam* from 1989-1997 (LOT 28)
- The Ring Skirt used at *SummerSlam* in 1998 (LOT 29)

This auction arrives just in time for *SummerSlam*, WWE’s biggest event of 2021. *SummerSlam* will take place from Allegiant Stadium in Las Vegas this Saturday, August 21, marking the first time the annual event has been held at an NFL stadium. The event will stream live at 8 pm ET/5 pm PT exclusively on Peacock in the United States and on WWE Network everywhere else.

Select Images of Notable Items Included in This Link

Goldin has built a reputation as the trusted leader in trading cards, memorabilia and collectibles. The company has consistently broken auction records this year and has already done over \$250 million in sales in 2021.

About Goldin

Goldin is the leading marketplace for trading cards, collectibles and memorabilia. Founder Ken Goldin has sold more than \$1 billion in memorabilia from many of the biggest names in sports, history, and pop culture. The company routinely sets records for the most expensive trading cards and other memorabilia ever sold. Lifelong collectors and new hobbyists alike trust Goldin because the company professionally authenticates everything it sells. Goldin is the official auction partner of the Naismith Memorial Basketball Hall of Fame, The Major League Baseball Players Alumni Association, The Jackie Robinson Foundation and the Babe Ruth Birthplace and Museum. Learn more at [GoldinAuctions.com](https://www.GoldinAuctions.com), and on [Twitter](#) and [Instagram](#).

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's TV-PG programming can be seen in more than 900 million homes worldwide in 28 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all live pay-per-views, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network. The Company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Orlando, Dubai, London, Mexico City, Mumbai, Munich, Riyadh, Shanghai, Singapore and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [wwe.com](https://www.wwe.com) and corporate.wwe.com.

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: the impact of the COVID-19 outbreak on our business, results of operations and financial condition; entering, maintaining and renewing major distribution agreements; a rapidly evolving media landscape; *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); 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 including possible disruptions and reputational risks; 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 alleging traumatic brain injury; 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; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; 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 volatility 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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