



WWE® Brings the Thunder

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE ThunderDome™, featuring a state-of-the-art set, video boards, pyrotechnics, lasers, cutting-edge graphics and drone cameras, will take WWE fans' viewing experience to an unprecedented level starting this Friday, August 21 on FOX, kicking off *SummerSlam*® Weekend.

"WWE has a long history of producing the greatest live spectacles in sports and entertainment, yet nothing compares to what we are creating with WWE ThunderDome," said Kevin Dunn, WWE Executive Vice President, Television Production. "This structure will enable us to deliver an immersive atmosphere and generate more excitement amongst the millions of fans watching our programming around the world."

With the debut of WWE ThunderDome, WWE will take residency at Amway Center in Orlando and virtually bring fans into the arena via live video on massive LED boards, in conjunction with The Famous Group and its proprietary technology, for every *Monday Night Raw*®, *Friday Night SmackDown*® and WWE pay-per-view event. Starting tonight, fans can register for their virtual seat to be part of upcoming shows via www.WWETHunderDome.com or at WWE's Facebook, Instagram or Twitter pages.

"As WWE takes residency at the world-class Amway Center, we have reimagined our live event experience for today's environment," said Brian Flinn, WWE Chief Marketing & Communications Officer. "In partnership with The Famous Group, we will virtually bring our fans back into the show and recreate the interactive in-arena atmosphere that has been a staple of WWE events for decades."

WWE Event Schedule for August:

- Friday, August 21 – *Friday Night SmackDown*®, Amway Center, 8 pm ET on FOX
- Saturday, August 22 – *NXT TakeOver*®XXX, Full Sail Live, 7 pm ET on WWE Network
- Sunday, August 23 – *SummerSlam*, Amway Center, 7 pm ET on WWE Network
- Monday, August 24 – *Monday Night Raw*®, Amway Center, 8 pm ET on USA Network
- Wednesday, August 26 – *NXT*®, Full Sail Live, 8 pm ET on USA Network
- Friday, August 28 – *Friday Night SmackDown*, Amway Center, 8 pm ET on FOX
- Sunday, August 30 – *Payback*®, Amway Center, 7 pm ET on WWE Network
- Monday, August 31 – *Monday Night Raw*, Amway Center, 8 pm ET on USA Network

WWE's Amway Center residency will continue for the foreseeable future and *Raw*, *SmackDown* and pay-per-view programming will be produced on closed sets with only essential personnel in attendance. WWE will continue to administer its health and safety protocols for talent, crew and employees in conjunction with each production, including PCR testing for COVID-19, social distancing and wearing masks.

About The Famous Group

The Famous Group (TFG) is a full-service fan experience company located in Culver City, Calif. For more than 20 years, TFG has helped the biggest brands, venues, and events in the world connect with fans, both physically and virtually, through creating immersive fan experiences utilizing award-winning creative, rock-solid production and proprietary technology. TFG has delivered on the biggest stages for Fortune 500 companies, professional sports teams and leagues, Esports, concerts, festivals and retail environments. The company has serviced 15 Super Bowls and clients like Nike, Live Nation, NBA, NHL, NCAA Final Four, Ubisoft, Pepsi, AT&T and more than 90 professional sports teams and venues.

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, family-friendly programming can be seen in more than 800 million homes worldwide in 28 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 www.wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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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