



Blue-chip Brands Flock to SummerSlam® in Las Vegas

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE® (NYSE: WWE) today announced an array of *SummerSlam* sponsors across the betting, gaming, wireless, beverage, beer, energy drink and credit card categories. The brands will leverage WWE's robust television, social and digital media assets, and larger-than-life Superstars, leading up to and during WWE's biggest event of 2021 – *SummerSlam* – this Saturday, August 21.

Sponsors for this year's event include DraftKings, Victoria, 2K, Pure Life Purified Water, Cricket Wireless, C4 Energy, Credit One Bank and Wargaming.

"WWE's ability to connect with a broad global audience allows us to attract sponsors across multiple categories," said Claudine Lilien, WWE Senior Vice President, Global Sales & Partnerships. "Our charismatic Superstars provide tremendous value based on their passionate fanbases and we encourage our sponsors to feature them in custom campaigns."

This will mark the first time that WWE will have an official water and beer of *SummerSlam* with Pure Life Purified Water from BlueTriton Brands and Victoria Beer from Constellation Brands. Pure Life will have a unique in show integration coupled with a custom television spot that will run across Peacock featuring WWE Superstars Sasha Banks and Big E and WWE Global Ambassador Titus O'Neil. They will also be the presenting partner of the official *SummerSlam* After Party hosted by comedian and actress Tiffany Haddish. Victoria Beer will leverage WWE Superstar Rey Mysterio and his massive Hispanic fanbase through custom content campaigns, while also sponsoring the SmackDown Tag Team Championship match where Mysterio and his son Dominik face off against The Usos.

As the official wireless provider of WWE, Cricket Wireless will run a spot from their national television campaign featuring WWE Superstar Kofi Kingston while also serving as the presenting partner of the *SummerSlam* Kick Off Show where they will showcase a "live" Cricket Fan Zone amongst various retail and Superstar activations throughout the weekend. C4 Energy will leverage the vast social followings of WWE Universal Champion Roman Reigns, WWE SmackDown Champion Bianca Belair and WWE Superstars Montez Ford and Mandy Rose with custom content leading up to the event and will also serve as the presenting partner of WWE's media presence at the MGM Grand.

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.

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 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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Media:

Mark Vasquez

203-219-8512

Mark.Vasquez@wwecorp.com

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