



WWE®'s 'Biggest Party of The Summer' Comes To New York After 20,000 Fans Invade Venice Beach

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

The final countdown to World Wrestling Entertainment(R)'s SummerSlam(R) pay-per-view this coming Sunday got off to a rousing start when upwards of 20,000 fans invaded Venice Beach last Saturday as part of WWE's "Biggest Party of the Summer" campaign. The fans received the full WWE experience: live in-ring action, interactive games, exclusive WWE giveaways, photo opportunities with WWE Divas, beach contests, dunk tanks, air brushed tattoos and much more.

WWE's summertime pay-per-view extravaganza, SummerSlam, airs live on Sunday, August 26, starting at 8 p.m. ET/5 p.m. PT. The 20th annual SummerSlam has completely sold out New Jersey's 20,000-seat Continental Airlines Arena. However, fans can still see all the action by ordering the SummerSlam pay-per-view from their local cable or satellite provider.

The Biggest Party of the Summer has been bringing the party to fans all summer long at amusement parks, concerts, beaches and other venues across the country. The Venice Beach event was the last major stop before rolling into the New York City area for events this 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. 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(TM), 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. Fans are encouraged to attend this free event from 5 p.m. to 9 p.m. at the Spotlight Live Club, located at 1604 Broadway in New York City's Times Square.

On Saturday, WWE Superstar Mick Foley will join radio personalities Opie and Anthony for a stop on their "Opie and Anthony Traveling Virus Comedy Tour." The tour has been running all summer long, and has featured some of the most popular comedians in the country, including Jim Norton and Louis C.K. Foley will join the tour to meet fans and sign autographs at New Jersey's PNC Bank Arts Center at 6 p.m. on Saturday, August 25.

On Sunday, August 26, WWE Divas Mickey James(TM), Michelle McCool(TM), Jillian(TM) and Victoria(TM) will be on hand at Continental Airlines Arena for a special fundraiser from 4 p.m. to 6 p.m. with former Giants defensive end George Martin for his "Journey for 9/11." For a donation of \$10, fans can take photos with the lovely Divas and meet George Martin and fellow Giant Joe Morris, with all money raised being donated to the "Journey 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."

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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