



WWE® Continues Support for Pediatric Cancer Research

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STAMFORD, Conn.--(BUSINESS WIRE)-- In an effort to help find a cure for pediatric cancer, WWE (NYSE: WWE) today announced the first-ever "Get the Gear, Give the Gear" campaign, where fans, beginning Monday, September 5 through the end of the month, can purchase bracelets and bandanas with 100 percent of net proceeds benefiting Connor's Cure, to support pediatric cancer research.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160901006529/en/>

WWE will utilize its global assets including WWE Network and TV broadcasts, live events, PSAs, digital and social media to generate awareness and encourage fans to get involved. Throughout the month, the WWE announcer table, entrance ramp, ring skirts and ring posts will go gold to promote the fight against pediatric cancer. Additionally, WWE Superstars will visit pediatric cancer patients at hospitals across the country.

"WWE is extremely proud to expand our support of Connor's Cure around Pediatric Cancer Awareness Month," said Stephanie McMahon, WWE Chief Brand Officer. "The continued effort to raise awareness and funds in the fight against pediatric cancer is important to help find a cure for this devastating disease. We are grateful to the WWE Superstars, fans, The V Foundation and Children's Hospital of Pittsburgh for their continued support."

"The V Foundation is excited to recognize Pediatric Cancer Awareness Month with such a fantastic and motivated partner," said Susan Braun, CEO of The V Foundation. "We are both driven to end this disease, and working as a team to meet that goal means success can come more quickly."

All funds raised through Connor's Cure will be distributed through the V Foundation's grant making process. In addition, WWE will donate a Connor's Cure bracelet or bandana to a child battling pediatric cancer for every item purchased. Fans will also be able to give a donation during checkout on WWEShop.com and can use the Connor's Cure bracelet filter on their Facebook and Twitter profiles to show their support.

Earlier this year, WWE and The V Foundation announced a multi-year partnership to support pediatric cancer research nationally through funds raised by Connor's Cure. In 2014, Connor's Cure was created by Stephanie McMahon and her husband, Paul "Triple H" Levesque, to support pediatric brain and spinal cord cancer research. Connor's Cure was established in honor of 8-year-old WWE fan Connor Michalek, a patient at Children's Hospital of Pittsburgh of UPMC who battled medulloblastoma, a rare tumor that affects the brain and spinal cord. To date, Connor's Cure has raised more than \$1 million and assisted more than 100 families around the world.

Every year, 12,000-15,000 children are newly diagnosed with cancer in the U.S. Through the efforts of The V Foundation, progress is being made with cure rates for most pediatric cancers dramatically improving. The V Foundation has awarded nearly \$20 million through 66 pediatric research grants to-date, including more than \$5 million to pediatric cancer research in 2015.

About The V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has funded more than \$150 million in cancer research grants nationwide. It awards 100 percent of all direct cash donations to cancer research and related programs. Due to generous donors, the Foundation has an endowment that covers administrative expenses. The Foundation awards peer-reviewed grants through a competitive awards process vetted by a Scientific Advisory Committee. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

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 programming reaches more than 650 million homes worldwide in 25 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 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: WWE Network; major distribution agreements; 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; 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 relating to CTE; 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; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; 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 relatively small public "float" 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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