



WWE® to Sponsor Former NY Giants' "Journey for 9/11"

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

World Wrestling Entertainment(R) has signed on as a sponsor of former Giants defensive end George Martin's "Journey for 9/11." Beginning this Sunday, September 16, Martin will be walking 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 will sponsor Martin's walk financially, and will allow Martin access to WWE's extensive fan base via personalized messages and updates featured on WWE.com, which currently receives more than 20 million unique visitors each month. To help kick-off his journey, WWE has filmed a special message from Martin asking WWE fans for their support and participation during his walk. That message is now viewable on WWE.com, and can be seen by clicking here (www.wwe.com/inside/overtheropes/).

"As a life-long fan of WWE, I'm extremely proud and grateful to have them as a sponsor of my Journey for 9/11," said Martin. "I'm inviting WWE fans to join me in support of a group of men and women who put their lives on the line during one of the darkest days in U.S. history. Together, we can make a difference, and help pay back those who have already given us so much."

WWE fans can join George on September 16 as he sets out from the New York side of the George Washington Bridge. Details on that event, as well as subsequent stops along the journey, can be found at <http://www.ajourneyfor911.info/>.

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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