



Day of Fire's Music Impacts World of Professional Wrestling; "Run" Tapped as Theme Song for This Weekend's WWE® Pay-Per-View Unforgiven®; Rock Band Excited About Pairing With World Wrestling Entertainment®

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NASHVILLE, Tenn.--(BUSINESS WIRE)--Sept. 14, 2006--

GRAMMY-nominated and Dove Award winning Day of Fire has officially entered the world of professional wrestling as their song "Run" from their current album (Cut & Move, June 6, 2006) has been selected as the official WWE Pay-Per-View Theme Song for this weekend's Unforgiven, which airs live on Pay-Per-View Sunday, September 17 at 8 PM ET / 5 PM PT.

"Day of Fire is very excited about working with the WWE," according to lead singer Josh Brown. "We hope to be a part of many future WWE events. For me personally, this is really cool because I grew up watching Jerry 'The King' Lawler wrestle in Memphis, Tenn. Now he is the voice of 'Monday Night Raw(R)' on the USA Network and it is truly an honor to have him introduce our song 'Run' as the official theme song of WWE's Unforgiven 2006."

Cut & Move, Day of Fire's follow-up to their self-titled debut which won a Dove Award for Rock Album of the Year at the 36th Annual Gospel Music Awards, was produced by Pete Thornton with lyrics penned by Brown and music by the five-member band, collectively. Day of Fire has also received a GRAMMY nomination, played for more than 500,000 fans in the U.S. and Europe, and has been featured on both CNN and The 700 Club since the release of their first project.

For additional information on Day of Fire, visit www.dayoffire.com.

About WWE

World Wrestling Entertainment, Inc. (NYSE: WWE) is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York City, Los Angeles, Toronto and London. Additional information on the company can be found at wwe.com and corporate.wwe.com.

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