



## WWE® and mun2 Receive Multi-Cultural Honor

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

World Wrestling Entertainment(R) and mun2 received a prestigious "Emma" Award (Excellence in Multi-Cultural Marketing Awards) from NAMIC (National Association for Multi-Ethnicity in Communications) for the "Ultimate Quinceanera" Sweepstakes. Both organizations were recognized today at the 22nd Annual NAMIC Conference in New York City.

In the Case Studies/Campaigns Division II - Networks and Industry Suppliers category, the highly successful on-air and online "Ultimate Quinceanera" Sweepstakes garnered nearly 6,000 unique entries and doubled mun2's ratings compared to the previous month. The initiative was launched in January 2008 to celebrate WWE RAW's(R) 15th Anniversary by giving one lucky winner the ultimate WWE RAW-themed quinceanera party of her dreams! The prize was awarded March 8, 2008, complete with limousine, entertainment and special appearances by WWE Superstar Carlito(TM) and WWE Diva Melina(TM).

"WWE Raw" is the most watched program on Mun2.

"WWE is extremely committed to serving our multi-ethnic audience and the recognition of our customized efforts to target our Latino fan base via our partnership with mun2 is a real honor," said Geof Rochester, EVP Marketing for WWE.

"We are very honored by this recognition," added Alex Pels, General Manager of mun2. "One of our goals as a network is to continue to showcase marketing solutions for our clients and to build strategic partnerships for the network."

Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://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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