



## WWE®'s Biggest And Best Come To TV Azteca in Mexico

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MEXICO CITY--(BUSINESS WIRE)--

At a press conference in Mexico City today, World Wrestling Entertainment(R) (WWE) and TV Azteca announced a new agreement which will see WWE SmackDown(R) available on Azteca 7.

Beginning October 3, WWE SmackDown will be broadcast to millions of TV households in Mexico on Azteca 7 on Friday evenings at 10:00 p.m. CT.

Exclusive to TV Azteca, SmackDown features a star-studded roster of WWE's globally renowned Superstars, including Triple H(R), Undertaker(R), Edge(R), Jeff Hardy(R), Big Show(R), Mr. Kennedy(TM) and Carlito(R). SmackDown is consistently one of the highest rated shows amongst the male demographic in the United States, showcasing all of the action, excitement, drama and great athleticism that have made WWE the most popular sports entertainment property in the world.

"WWE is excited to be bringing WWE SmackDown to millions of TV households in Mexico," says Shane McMahon, WWE Executive Vice President, Global Media. "This exclusive agreement demonstrates the strength of our business relationship with TV Azteca as a key global network partner".

"We at TV Azteca are really excited to be the first to bring the successful global spectacle that is WWE SmackDown to Mexican open TV beginning October 3 at 10:00 pm on Azteca 7", said Rodrigo Fernandez Capdevielle, Programming General Manager, TV Azteca. "Offering this type of programming allows us to fulfil our commitment to provide the best on worldwide television to our Azteca 7 audience. We are convinced that the amazing product that WWE brings to the table each week on its program will hook Mexican fans and turn them into huge followers of SmackDown. Azteca Deportes announcers and wrestling experts Carlos Aguilar, Francisco Gonzalez and Rafael Ayala, will add their own distinctive style, as they do with great success for several other sporting events."

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)

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Source: World Wrestling Entertainment Inc

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