



## WWE®'s Smackdown Your Vote!® Encourages Voter Registration Using Mobile Phones

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World Wrestling Entertainment(R)'s Smackdown Your Vote! today launched an online voter registration campaign to encourage young adults to register to vote using their mobile phones.

WWE is using Mobile Voter's text messaging tool, TxtVoter, to allow fans to register to vote using their mobile phones by texting the keyword 'WWE' to 75444. Friendly reminders to vote will be sent to people who register through the mobile program. Mobile Voter is a non-profit, non-partisan organization participating in a nationwide non-partisan voter registration project coordinated by Young Voter Strategies, a project of the Graduate School of Political Management at George Washington University with support from The Pew Charitable Trusts.

WWE is supporting its voter registration campaign with banner ads and video PSAs on WWE.com and SmackdownYourVote.com. Participating in the campaign are WWE Champion John Cena(R), WWE SmackDown(R) U.S. Champion Mr. Kennedy(TM), WWE SmackDown Superstar Bobby Lashley(TM), ECW Extremist Matt Striker(TM), the 2006 WWE Diva Search Winner Layla(TM), and WWE SmackDown Divas Ashley(TM) and Crystal(TM).

"WWE encourages all of its fans 18 years of age or older to participate in our democracy by registering to vote and voting on Election Day. We feel mobile is the wave of the future and our future depends on these voters registering and getting to the polls on Election Day," said Gary Davis, Executive Director of Smackdown Your Vote!

Smackdown Your Vote!, founded in July 2000, is a non-partisan approach to getting young people registered to vote and involved in the political process. Smackdown Your Vote! and its partners undertake voter registration at WWE live events, visit high schools and colleges, and provide materials and resources to encourage Americans 30 and under to be active participants in their democracy. For information on the program go to SmackdownYourVote.com.

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](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com).

About Mobile Voter: Founded in 2004, Mobile Voter is a non-profit, non-partisan organization (501c.3) specializing in mobile technology for civic participation. Mobile Voter's TxtVoter enables any U.S. organization to register youth voters using text-messaging. Mobile Voter is based in San Francisco, Calif., and on the web at <http://www.mobilevoter.org>.

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Source: World Wrestling Entertainment, Inc.

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