



WWE® Launches “John Cena’s Fast Lane” Mobile Game

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE, in partnership with WWE Champion John Cena[®], today announced its first-ever 3D mobile racing game titled *WWE Presents: John Cena’s Fast Lane*. The free mobile app is available globally for download from Apple iTunes and Google Play for use on iOS iPad, iPhone, iPod Touch and Android devices.

“We are committed to giving our fans great experiences on every platform, and we are thrilled that WWE Champion John Cena, a car enthusiast, is at the helm of this new mobile app,” said Perkins Miller, Executive Vice President, Digital Media, WWE.

“I’m excited to share my two favorite passions, WWE and cars, and bring this new racing experience to fans everywhere,” said Cena.

Players enter the game as young street racers, crushing the quarter-mile, with sights set on being the best in the world. Cena takes players under his wing, passing on knowledge he learned during his years behind the wheel. Players will get to challenge opponents in cities across the U.S., including shadowy figures from Cena’s fictitious racing past who are bent on winning by any means necessary. Players will master the art of shifting on the track and customizing cars in the garage with Cena coaching along the way.

The app was built in partnership with Chaotic Moon Studios. For more information visit iTunes, Google Play or visit WWE.com.

About WWE:

WWE, a publicly traded company (NYSE:WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Miami, London, Mumbai, Shanghai, Singapore, Istanbul and Tokyo.

Additional information on WWE (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/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company’s brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

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