



## WWE®: Flexing Its Muscle

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

World Wrestling Entertainment Inc., the global leader in sports entertainment, has announced a new global organization. Shane McMahon, Executive Vice President, Global Media, is expanding WWE's operations into London, Shanghai, Tokyo, Sao Paulo, Toronto and Sydney in an effort to tap into WWE's strong worldwide appeal.

The regional office in London will be led by Andrew Whitaker as the President of Europe, Middle East and Africa. Carl DeMarco will continue to focus on expansion through the Toronto office as the President of Canada, Latin America and China. Jonathan Sully will establish WWE's headquarters in Sydney, Australia, as the President of Asia Pacific.

"Whitaker, DeMarco and Sully will oversee integrated sales, marketing and digital initiatives as well as focus on new and emerging markets. This new structure will allow us to more quickly exploit business opportunities and leverage the strength of the WWE brand," said McMahon.

WWE showcases its unique cast of characters in more than 130 countries, putting smiles on faces worldwide.

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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Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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 to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

Source: World Wrestling Entertainment Inc.

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