



WWE's Eight-Day Promotion Across Multiple Media Platforms Demonstrates Unparalleled Command Of New Media World

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

World Wrestling Entertainment(R) will showcase a wide array of original programming across multiple distribution partners for eight consecutive days starting Friday, October 6, through the opening of WWE's new theatrical movie, "THE MARINE."

Starring WWE(R) Champion John Cena(R), Kelly Carlson and Robert Patrick, "THE MARINE" opens in theaters on Friday, October 13.

During the "8 Days A Week" promotion, WWE will produce and distribute original programming, specials and world premieres on broadcast and cable television, pay-per-view, the On Demand platform, broadband, satellite, WWE.com and mobile, all highlighting WWE's powerful and unparalleled consumer reach.

"Our '8 Days A Week' promotion demonstrates that WWE is harnessing the future of entertainment, today. As a cutting edge content provider, WWE is uniquely positioned in the entertainment world to utilize and capitalize on each and every medium that currently exists, and to drive our passionate fans to those media," said Kurt Schneider, Executive Vice President, Marketing. "Whether it's broadcast and cable television, pay-per-view, movies, video on demand, the web, broadband, mobile phones, or home entertainment products, WWE is meeting our goal of providing our fans around the world with WWE content, how they want it, when they want it and where they want it. We are the ubiquitous global content provider."

The lineup for "8 Days A Week" is:

Friday, October 6: "Friday Night SmackDown(R)" on the new CW, 8 p.m./7C (Broadcast TV), and "THE MARINE" SMS Alert Initiative Kick-Off (Mobile).

Saturday, October 7: Live, interactive chat with Mr. McMahon(TM) on WWE.com, Noon ET/9 a.m. PT (Web), in which fans can ask the controversial Chairman anything they want.

Sunday, October 8: WWE SmackDown presents "No Mercy(R)," 8 p.m.ET/ 5 p.m. PT (Pay-Per-View).

Monday, October 9: Live, three-hour season premiere of "Monday Night RAW(R)" on USA, at a special start time of 8 p.m./7C (Cable TV).

Tuesday, October 10: "ECW(R): Extreme Championship Wrestling" airs on SCI FI, 10 p.m./9 C (Cable TV), featuring Extreme Strip Poker starring all WWE Divas and ECW Vixens.

Wednesday, October 11: "WWE 24/7 Presents Legends of Wrestling: Hulk Hogan" (Free On Demand-Digital Cable, and Satellite TV), 8 p.m. ET.

Thursday, October 12: "WWE's Top Ten Divalicious Moments," streamed on WWE.com, Noon/11 a.m. C (Broadband).

Friday, October 13: "THE MARINE(TM)" opens in theaters nationwide (Movies) and "Friday Night SmackDown" airs on CW, 8 p.m./7C (Broadcast TV).

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 and corporate.wwe.com.

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Source: World Wrestling Entertainment, Inc.

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