

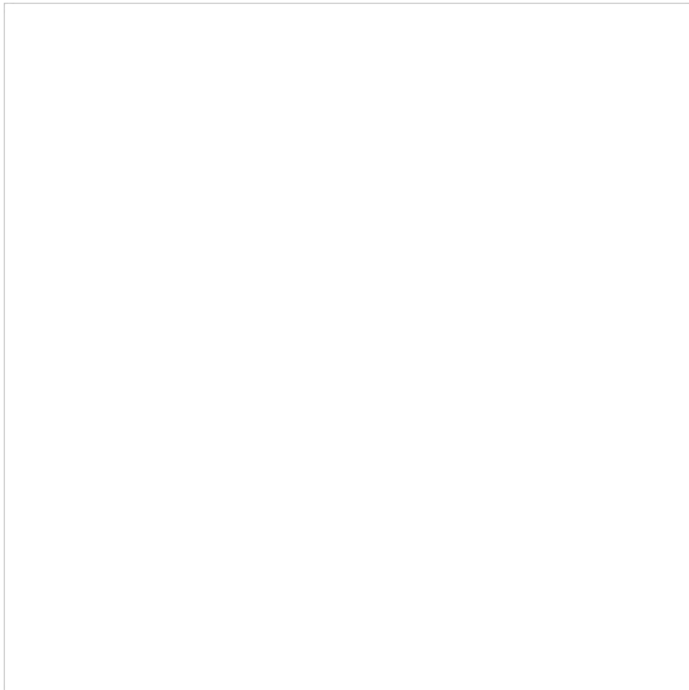


# WWE® and Susan G. Komen® Take Action with the More Than Pink™ Campaign

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) and Susan G. Komen® will continue their partnership for the fifth consecutive year by encouraging fans to take action in the fight against breast cancer through Komen's More Than Pink™ movement. More Than Pink celebrates the heroes who have made a significant impact in the fight to end breast cancer, and encourages everyone to take action, big or small, to help Komen reach its Big Bold Goal: a plan to reduce the nation's current 40,000 breast cancer deaths in the U.S. by 50 percent in the next decade.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161003005497/en/>



From left to right: Breast cancer survivors Angelica Martinez, Kelly Sherman and Regina Foreman join WWE Superstar John Cena (Photo: Business Wire)

To support Komen's Bold Goal and More Than Pink movement, WWE will create PSA's that will highlight three survivors, Regina Foreman, Angelica Martinez and Kelly Sherman, who not only won their battle against breast cancer but are now taking action to help fight the disease. WWE will utilize its global platforms including WWE Network, TV broadcasts, live events, and digital and social media to generate awareness and encourage action. Throughout the month of October, the WWE entrance ramp, ring skirts and digital signage will be co-branded to promote the fight against breast cancer. WWE Superstars will wear co-branded More Than Pink apparel in support of National Breast Cancer Awareness Month, and WWE will donate to Komen 20 percent of all retail sales of the More Than Pink t-shirt sold on WWEShop.com and at WWE live events. Fans will also have the option of donating \$1, \$5 or \$10 upon checkout from WWEShop.com with all proceeds benefiting Komen.

"Our longstanding partnership with WWE has made it possible to fund enhanced research and education – helping countless people battling breast cancer worldwide," says Susan G. Komen President and CEO Dr. Judy Salerno. "Their continued support in reaching the masses with word of our Bold Goal and More Than Pink movement puts us one step closer in reaching our vision of a world without breast cancer."

"Susan G. Komen has been instrumental in supporting breast cancer research and awareness while working towards finding a cure," said WWE Chief Brand Officer Stephanie McMahon. "WWE is proud of our long-term partnership with Susan G. Komen and is fully committed to utilizing our global platforms to help Komen achieve its 'Big Bold Goal' of reducing current breast cancer deaths in the U.S. by 50 percent in the next decade."

This year, WWE Superstar John Cena has been named as one of Komen's "The List," comprised of More Than Pink Heroes, who are all committed to finding the cures. The More Than Pink movement continues the history of success between Komen and WWE in raising awareness and funds for the fight against breast cancer. The partnership launched in 2012 with the successful "Rise Above Cancer" campaign, and to-date, has raised nearly \$2 million for breast cancer research, education and screening. You can learn more about this partnership by visiting [www.komen.org/wwe](http://www.komen.org/wwe).

Susan G. Komen encourages all supporters to follow a frequent stream of More Than Pink™ hero stories on [Facebook](#), [Twitter](#), and [Instagram](#), and share their More Than Pink™ hero stories on social media using the hashtag #MoreThanPink. Learn how to donate, act and get involved by visiting: [komen.org/morethanpink](http://komen.org/morethanpink).

## **About Susan G. Komen®**

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$920 million in research and provided more than \$2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [ww5.komen.org/social](http://ww5.komen.org/social).

## **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 reaches more than 650 million homes worldwide in 25 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE:WWE) can be found at [www.wwe.com](http://www.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 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: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. 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 (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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