



## Michael Lake Enters The Ring As President, WWE Films

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

World Wrestling Entertainment(R) has hired Michael Lake as President of its WWE Films division. A 36-year veteran of the movie and television industries, Lake recently served as Executive Producer for WWE Film's The Condemned, starring Stone Cold Steve Austin(TM).

As President of WWE Films replacing Joel Simon, Lake will report directly to WWE(R) Chairman, Vince McMahon. He will be tasked with developing theatrical and direct-to-video opportunities for WWE Films that provide unmatched on-screen action as vehicles for WWE Superstars. In addition to feature films, Lake will also work to develop new television projects that will benefit from an affiliation with WWE or its Superstars.

Michael Lake has been producing films and television shows for 20 years. Throughout his career, Lake has overseen production for such hits as The Matrix Trilogy, Miss Congeniality, Ocean's Eleven and Ocean's Twelve. Lake currently sits on the Advisory Board of the Association of Film Commissioners International.

WWE established its WWE Films division to explore options in filmed entertainment in order to promote its Superstars and capitalize on its intellectual property and worldwide fan base. WWE Films' third release, The Condemned, starring Stone Cold Steve Austin, was recently released on DVD and Blu-ray and was the No. 2 DVD rental in the U.S. in its first week of release.

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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