



MyNetworkTV® Body Slams Previous Ratings Record

10/07/2008

NEW YORK--(BUSINESS WIRE)--

MyNetworkTV was the king of the ring on Friday night as the most viewers in the history of the network tuned-in for the two-hour all-star debut of "WWE Friday Night SmackDown" announced Greg Meidel, president of MyNetworkTV. The network premiere also delivered the most M18-34 (1.2) and M18-49 (1.3) viewers in MNT history, as "WWE Friday Night SmackDown" won the night in the coveted M18-34 demo, besting the closest broadcast network competitor by +33%.

3.2 million total viewers (P2+) (1.9 HH rtg) tuned-in to the MyNetworkTV telecast of "WWE Friday Night SmackDown." The Superstar-studded premiere garnered MyNetworkTV a 217% ratings increase in HH and 233% in A18-49 over the same Friday last year.

In making the announcement, Meidel stated, "The all-star kick-off of 'WWE Friday Night SmackDown,' on its new home on MyNetworkTV was a knockout. We look forward to the edge of your seat storylines and Superstar matches that the WWE has in store this season."

For the first time ever on broadcast television, it was a night of Champion vs. Champion including a "Triple Threat Match" between WWE Champion Triple H(R), World Heavyweight Champion Chris Jericho(R) and ECW(R) Champion Matt Hardy(TM) with Triple H coming out on top.

Geof Rochester, Executive Vice President of Marketing for WWE, added, "Friday's ratings performance was just further evidence that WWE builds networks having been a ratings driver for Spike TV, CW and UPN in the past."

"WWE Friday Night SmackDown" is presented on Friday nights at 8 PM (ET/PT) on MyNetworkTV.

About MyNetworkTV(R)

MyNetworkTV is a primetime general entertainment broadcast television network. Reaching over 97% of the country and targeted to Adults 18-49, MyNetworkTV provides its affiliates 12 hours of diverse programming Monday through Saturday, including "Celebrity Expose," Langley Productions' "Jail" and "Street Patrol" and debuting in October 2008, "Magic's Biggest Secrets Finally Revealed," "The Tony Rock Project" and "WWE Friday Night SmackDown(R)." For more information, please visit www.mynetworktv.com.

About World Wrestling Entertainment, Inc.

Additional information on World Wrestling Entertainment, Inc. (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/>.

Source: World Wrestling Entertainment, Inc.

Contact: MyNetworkTV: Craig Radow, 310-369-3293 or Jessica Moss, 212-301-3817 or WWE: Kevin Hennessy, 203-352-8657