



WWE® Fans Vote to Determine Next WWE Fathead® Superstar as Part of Sponsorship of Cyber Sunday™

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

Fathead(R), the fast-growing sports and entertainment brand best-known for its life-size wall graphics, will give World Wrestling Entertainment(R) fans the opportunity to choose who should be named the next WWE Superstar Fathead through a cross-platform advertising and promotional campaign launched during the Cyber Sunday pay-per-view event on Sunday, Oct. 28 at the Verizon Center in Washington, D.C.

Fans will be able to vote for WWE Superstars Rey Mysterio(R), Boogeyman(TM), Jeff Hardy(TM) or CM Punk(TM) to determine who should become the next WWE Fathead. Fathead currently produces big, bold 3-D-like vinyl wall graphics of WWE Superstars John Cena(R), Triple H(R), Undertaker(R), Batista(R) and Bobby Lashley(TM).

Leading up to Cyber Sunday, Fathead will be highlighted in weekly WWE programming and will be incorporated in all outgoing WWE media, including cross-channel cable spots, a WWE Magazine ad and local cable TV and radio advertising in the Washington, D.C. area. Fathead branding and products will be integrated into the action during the Cyber Sunday pay-per-view event. WWE.com and Fathead will also host a sweepstakes after the conclusion of Cyber Sunday that will offer fans the opportunity to win a full set of signed WWE Fathead images.

"We're ecstatic about our partnership with WWE and Cyber Sunday. To integrate Fathead products across all of WWE's established media platforms is very exciting," said Brock Weatherup, CEO, Fathead. "WWE has an exceptional relationship with their fans, and we expect the WWE Fathead line to be among the 'must-have' items going into the holiday season."

Fathead will sponsor Cyber Sunday's special interactive voting section that allows fans to vote on which wrestlers will face off, what the rules will be and other elements of the event. Fans have cast more than 10 million individual votes during previous Cyber Sundays. Fathead's sponsorship also includes a mobile voting element, editorial integration and exclusive ownership of the Cyber Sunday section on WWE.com, including custom page skins and ads.

"We're thrilled to help Fathead market its life-size WWE Superstars wall graphics. WWE's unique ability to not only license its Superstars' images, but develop deeply integrated programs across all WWE media assets will give Fathead visibility among the attractive male demographic while resonating with an active and loyal WWE fan base," said Patricia Clark, Vice President of Digital Sales for WWE.

In 2006, WWE entered into a licensing agreement with Fathead that allows for the creation of life-size vinyl wall graphics depicting WWE Superstars. All images use high-resolution 3D graphics, and are currently available for purchase at www.fathead.com and www.wwe.com.

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/>.

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Source: World Wrestling Entertainment

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