



WWE® Tags Jared Bartie As New General Counsel

10/08/2008

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

World Wrestling Entertainment(R), Inc. announced today that Jared Bartie has been named its new Executive Vice President and General Counsel, effective November 17, 2008.

In his new role, Bartie will be a key member of WWE's management team and will be primarily responsible for the Legal and Business Affairs for the Company. "Jared already has a proven track record with WWE, and we are confident that with his leadership our organization will be able to meet the global challenges ahead" said WWE COO, Michael Sileck.

Bartie has held legal and business positions with several sports and entertainment companies including: the Charlotte Bobcats, National Basketball Association, United States Tennis Association, WWE and Black Entertainment Television. Bartie holds a Bachelor of Arts from American University and a Juris Doctor from Northwestern University School of Law.

Additional information on World Wrestling Entertainment Inc (NYSE: WWE) can be found at www.wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, copyrights and logos are the exclusive property of World Wrestling Entertainment, Inc. and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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.

Contact: World Wrestling Entertainment Inc. Media: Sarah Bruckner, 203-406-3632 Investor: Michael Weitz, 203-352-8642