



WWE® and Libraries Form Tag Team to Launch WrestleMania® 24 Reading Challenge During Teen Read Week

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

World Wrestling Entertainment(R) and libraries across the country are celebrating Teen Read Week with the kick-off of this year's WrestleMania 24 Reading Challenge, which encourages teens across the country to read a combination of books and other literature as they vie to win a trip to WrestleMania 24 and the chance to become the national WrestleMania 24 Reading Challenge Champion. The nationwide contest is being launched during Teen Read Week, held this year from October 14-20.

As the national competition enters its second year, WWE is working with the competition's sponsor, the Young Adult Library Services Association (YALSA), which is the youth division of the American Library Association, as well as approximately 1,200 local libraries across the country to get teens engaged in reading.

Subject to eligibility restrictions, students in grades 7-12 who are enrolled in participating public schools or who are members of participating public libraries are eligible to participate in the contest. Each student must read a combination of 10 books and magazines, and then submit a short essay by January 17, 2008 on the theme, "Why WrestleMania Got Me Reading." Local libraries will choose the best essay submitted by 7th and 8th graders, and the best essay for high school age students. From this group of essays, a panel of judges organized by YALSA will then choose 10 finalists nationwide, one from each grade category from each of five regions of the country. The finalists will be required to read one additional pre-determined book to compete in the national finals in Orlando, Fla., the host city for WrestleMania 24.

The 10 finalists, who, in the case of minors, must be accompanied by a parent or legal guardian, will be hosted by WWE at WrestleMania 24, a global event that is the "Super Bowl" of sports entertainment. The libraries represented by the finalists will each receive a \$2,000 donation.

The year's Teen Read Week poster, based on the theme of "LOL @ Your Library" features Teen Read Week spokespersons and WWE Superstars C.M. Punk, the Miz, Kristal and Matt Striker.

The Official Rules of the WrestleMania 24 Reading Challenge can be found online at www.ala.org/ala/yalsa.

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, Inc.

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