



WWE® Announces “WWE Campus Rush” Recruitment Tour

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE® (NYSE: WWE) today announced “WWE Campus Rush,” a multi-campus college athlete recruitment tour which will visit top NCAA Division I universities in search of the next generation of WWE Superstars.

WWE Superstars such as Big E, Bianca Belair, Omos, Madcap Moss and Raquel Rodriguez, all of whom have transitioned from college athletics to a career in WWE, will address student athletes at each tour stop and educate them about the global leader in sports entertainment. In conjunction with each university, student athletes will learn about WWE’s “Next In Line” (NIL) program and the resources that they can utilize including brand building, social media, fan engagement, media training and more. Each stop of the tour will include a lively competition that features student athletes facing off on the microphone to cut the best WWE-style promo.

“WWE Campus Rush” will begin tomorrow, October 12 at the University of Mississippi and will visit a total of eight universities from five conferences during the fall semester, including:

- **University of Mississippi** – Tomorrow, October 12
- **Georgia Tech** – Thursday, October 13
- **Clemson University** – Tuesday, October 25
- **Boise State University** – Tuesday, November 8
- **University of Arkansas** – Wednesday, November 9
- **Ohio State University** – Tuesday, November 15
- **University of Kansas** – Tuesday, December 6
- **Penn State University** – Wednesday, December 7

**Schedule subject to change*

Looking ahead to 2023, “WWE Campus Rush” will visit the University of Florida, University of Michigan, Michigan State University, University of North Carolina, Texas A&M University, University of Oklahoma, Auburn University, University of Illinois, and Northwestern University.

“WWE Campus Rush will serve as a core pillar in our commitment to finding the next generation of WWE Superstars among today’s elite college athletes,” said James Kimball, WWE’s Head of Talent Operations and Strategy. “The talent pipeline from college sports to WWE has proven to be effective, as evidenced by current champions Roman Reigns and Bianca Belair, and we are looking forward to visiting major college campuses around the country to introduce ourselves in a new way.”

WWE launched its “Next In Line” program in December 2021 and currently has 25 active athletes with NIL partnerships. Three athletes from the inaugural class have joined the company following their graduation from school and have started training full-time at the WWE Performance Center in Orlando, Fla.

Additionally, WWE has exclusively hosted more than 100 college athletes from more than a dozen different sports at multi-day talent tryouts in 2022. WWE signed nearly 50 athletes from those events in a growing effort to find the most talented athletes in the world.

Learn more about the path to WWE at wwerecruit.com.

About WWE

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The Company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment on its television programming, premium live events, digital media and publishing platforms. WWE’s TV-PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all premium live events, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal’s streaming service, Peacock, is the exclusive home to WWE Network.

Additional information on WWE can be found at wwe.com and corporate.wwe.com.

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Forward-Looking Statements: This press release contains, and oral statements made from time to time by our representatives may contain, forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995. Forward looking statements include statements regarding, our outlook for future financial results, the impact of recent management changes, the scope, duration and findings of the investigation being conducted by the special committee of independent members of our Board of Directors; our plans to remediate identified material weaknesses in our disclosure control and procedures and our internal control over financial reporting, and regulatory, investigative or enforcement inquiries, subpoenas or demands arising from, related to, or in connection with these matters. In addition, the words "may," "will," "could," "anticipate," "plan," "continue," "project," "intend," "estimate," "believe," "expect," "outlook," "target," "goal," "guidance" and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such words. These statements relate to future possible events, as well as our plans, objectives, expectations and intentions and are not historical facts and accordingly involve known and unknown risks and uncertainties and other factors that may cause the actual results or the performance by us to be materially different from future results or performance expressed or implied by such forward-looking statements. These forward-looking statements are subject to uncertainties relating to, without limitation, the departure of Vince McMahon from the Company and the appointment of Stephanie McMahon and Nick Khan as co-Chief Executive Officers; the scope, duration and findings of the ongoing investigation by the special committee of independent members of our Board of Directors; regulatory, investigative or enforcement inquiries, subpoenas or demands arising from, related to, or in connection with these matters; our ability to remediate material weaknesses in our disclosure controls and procedures and our internal control over financial reporting; and reputational harm to the Company's relationships with its stockholders, customers, talent and partners, which may have adverse financial and operational impacts, among other factors. The following additional factors, among others, could cause actual results to differ materially from those contained in forward-looking statements: the COVID-19 outbreak, which may continue to affect negatively world economies as well as our industry, business and results of operations; entering, maintaining and renewing major distribution and licensing agreements; a rapidly evolving and highly competitive media landscape; WWE Network; computer systems, content delivery and online operations of our Company and our business partners; privacy norms and regulations; our need to continue to develop creative and entertaining programs and events; our need to retain and continue to recruit key performers; the possibility of a decline in the popularity of our brand of sports entertainment; the resignation of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and/or our inability to compete effectively, especially against competitors with greater financial resources or marketplace presence; uncertainties associated with international markets including possible disruptions and reputational risks; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events; large public events as well as travel to and from such events; our expansion into new or complementary businesses, strategic investments and/or acquisitions; our accounts receivable; the construction and move to our new leased corporate and media production headquarters; litigation and other actions, investigations or proceedings; a change in the tax laws of key jurisdictions; our feature film business; a possible decline in general economic conditions and disruption in financial markets including any resulting from COVID-19; our indebtedness including our convertible notes; our potential failure to meet market expectations for our financial performance; through his beneficial ownership of a substantial majority of our Class B common stock, our controlling stockholder, Vincent K. McMahon could exercise ultimate control over our affairs, and his interests may conflict with the holders of our Class A common stock; our share repurchase program; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the volatility of our Class A common stock. In addition, our dividend and share repurchases are dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K/A and quarterly reports on Form 10-Q/A and Form 10-Q.

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