



SmackDown® Smashes Own Record

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

After a record breaking premiere on MyNetworkTV with a 1.9 broadcast rating, WWE(R) Friday Night SmackDown broke its own ratings record in week two. Last Friday, SmackDown delivered a 2.1 broadcast rating, the highest household rating and the most total viewers (nearly 3.5 million) in the history of MyNetworkTV, beating the premiere by eleven percent.

WWE Friday Night SmackDown won the night in the coveted male 18-34 demographic, beating all of the other networks for the second consecutive week.

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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