



Lou Schwartz Named WWE® Chief Digital Officer

10/13/2014

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) today announced the appointment of Lou Schwartz as the company's Chief Digital Officer. Schwartz, who previously held executive level positions at UUX, Piksel and Multicast, will report directly to WWE Chairman & CEO Vince McMahon.

Schwartz will lead WWE's Digital Media division and be a key member of the company's senior management team. Schwartz's primary focus will be on expanding WWE's digital and social media presence and profitability. He will also be responsible for developing strategic plans and initiatives for all digital platforms including WWE.com, WWE App and social media where WWE has a passionate fan base of nearly 415 million worldwide. In addition, Schwartz will oversee product development and operations for WWE Network, the first over-the-top (OTT) 24/7 streaming network with scheduled and live programming as well as a massive video-on-demand library.

Schwartz is a seasoned technology and digital media executive who brings more than 20 years of experience in strategy, marketing, product development, finance and operations management. Schwartz is known as a key pioneer in the development of Internet video management and delivery, and the emerging OTT multi-screen TV market.

Prior to joining WWE, Schwartz was CEO of UUX, where he successfully led the merger of Totalmovie, a leading Latin American retail OTT service, with OTT Networks, a best-in-class Brazilian content management software and service company, to form the first cloud based OTT platform for next generation operators around the world.

Before UUX, Schwartz was CEO of the Americas and General Counsel for Piksel, one of the world's premier providers of advanced online video software and services, where he led regional operations, corporate governance, business development, strategic direction, product management, software development and delivery processes. Earlier in Schwartz's career, he co-founded and served as Chairman and CEO of Multicast Media Technologies Inc., one of the first Internet video platform companies, which was sold to Piksel in March 2010.

Schwartz graduated from Pennsylvania State University with a Bachelor of Science degree in Real Estate Finance before receiving a Juris Doctorate from the Mississippi College School of Law.

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, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 170 countries and 35 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Miami, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (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/>.

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

Forward-Looking Statements: This press 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, without limitation, risks relating to entering into, maintaining and renewing key agreements, including television and pay-per-view programming and our new network distribution agreements; risks relating to the launch and maintenance of our new network; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to regulatory matters; risks resulting from the highly competitive and fragmented nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; the risk of accidents or injuries during our physically demanding events; risks associated with producing and travelling to and from our large live events, both domestically and internationally; risks relating to our film business; risks relating to new businesses and strategic investments; risks relating to our computer systems and online operations; risks relating to general economic conditions and our exposure to bad debt risk; risks relating to litigation; risks relating to market expectations for our financial performance; risks relating to our revolving credit facility specifically and capital markets more generally; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; 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, our dividend is 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, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.



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