



SCI FI Channel Reups WWE®'s ECW® Through 2008

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NEW YORK--(BUSINESS WIRE)--

SCI FI Channel and World Wrestling Entertainment(R) today announced that the hit program, ECW (Extreme Championship Wrestling(R), will continue on the network through 2008.

WWE is also the producer of the No. 1 weekly basic cable TV series, "Monday Night RAW(R)" on USA Network.

This year (Jan-Sept), SCI FI has been the #1 cable network for men ages 18-34 in ECW's Tuesday 10pm time period.

For more information go to ECW.com <http://www.wwe.com/shows/ecw/> and www.SCIFI.com.

SCI FI Channel is a television network where "what if" is what's on. SCI FI fuels the imagination of viewers with original series and events, blockbuster movies and classic science fiction and fantasy programming, as well as a dynamic Web site (www.scifi.com) and magazine. Launched in 1992, and currently in 85 million homes, SCI FI Channel is a network of NBC Universal, one of the world's leading media and entertainment companies.

World Wrestling Entertainment, Inc. (NYSE: WWE), is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York City, Los Angeles, Toronto and London. Additional information on the company can be found at wwe.com and corporate.wwe.com.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, and logos are the exclusive property of World Wrestling Entertainment, Inc. ECW is a trademark of WWE Libraries, Inc. 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: Media: SCI FI Channel Sallie Schoneboom, 212-664-3467 Bill Brennan, 212-664-4898 or WWE Gary Davis, 203-353-5066 or Investor: WWE Michael Weitz, 203-352-8642