



WWE® Treats Fans to Weekly ECW® Streaming Video at WWE.com

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

Fresh off a recent renewal with the SCI FI Channel that will keep WWE Extreme Championship Wrestling(R) on the network through 2008, World Wrestling Entertainment(R) has begun streaming the weekly program on its highly trafficked website, WWE.com, which currently receives 17 million unique visitors each month.

WWE offers visitors to its website the chance to view ECW's most recently televised episode free of charge. The program, which airs Tuesday evenings on SCI FI, is made available as a video stream each week on Wednesday afternoons, and is shown through the following Monday. Viewers are able to see each show in its entirety and have the ability to fast-forward, rewind and pause the digital content.

In addition to the televised ECW programming, online viewers are also treated to additional WWE action each week in the form of "After the Bell," a special feature already available to AT&T mobile customers as part of WWE's exclusive partnership with the mobile provider. Mobile customers still receive the extra content soon after the televised broadcast, but WWE.com visitors are now also privy to the footage the following day as they stream the ECW video on WWE.com.

This year (Jan-Sept), SCI FI has been the #1 cable network for men ages 18-34 in ECW's Tuesday 10 p.m. time period. ECW is averaging 1.9 million total viewers for 2007.

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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