



## WWE® Magazine Looks To The Future As It Celebrates 500th Issue

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

World Wrestling Entertainment(R)'s WWE Magazine is celebrating the release of its 500th issue (on newsstands now). The issue celebrates the magazine's early roots as a fan publication introduced in 1983 to its transformation into a leading monthly men's lifestyle magazine.

WWE Magazine's long term success has culminated in a total circulation of 300,000, an increase of more than 20 percent from last year. Capitalizing on a reinvigorated business model that focuses on international expansion and experimental advertising opportunities, WWE Magazine is bucking the trends in the men's lifestyle category and is staking its claim as the "king of the ring" at newsstands.

The title currently ranks fourth in newsstand revenue among men's publications with more than \$15 million in gross sales and is the No. 1 sports title sold at Wal-Mart and Target stores nationwide. The magazine this month launched a new foreign edition published in Germany and is planning more launches in Greece, South Africa, Spain, Portugal and beyond in 2008. The international move is part of an overall effort by WWE to expand into emerging markets worldwide.

"We're extremely proud to be celebrating our 500th issue, a landmark that few publications are able to reach in this day and age," said Bob Lee, WWE Vice President and Publishing Director. "We're taking this opportunity to not only reflect on our great history, but also to use it as a springboard for the next era of WWE Magazine."

By leveraging the power of the WWE brand, the magazine provides advertisers with unique and exciting promotional opportunities to integrate their products with the strength of the WWE identity. In its December 2007 gaming issue, WWE will team up with Sony PlayStation to help drive awareness of the company's new devices and game titles. Highlighted by a faux-cover and flip-book style animation, the program illustrates WWE Magazine's ability to go "beyond the page" to deliver results for advertisers.

Additional information on World Wrestling Entertainment, Inc. (NYSE:WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://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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