



'Legends of Wrestling' Program Debuts on WWE 24/7™ On Demand

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

WWE 24/7 On Demand, World Wrestling Entertainment(R)'s subscription video on demand program, has debuted a new, original program, "Legends of Wrestling."

The monthly program is hosted by WWE(R) RAW(R) announcer Jim Ross(TM). The first series of episodes were taped live in WWE studios featuring living legends Fabulous Freebird Michael Hayes, The American Dream Dusty Rhodes and the first-ever Intercontinental Champion and WWE Hall of Famer, Pat Patterson. In an unprecedented roundtable discussion, each Legend uses his own unique background in the business and charismatic storytelling to captivate WWE fans about their time spent on the road with various Superstars, past and present. Future shows may be taped on location.

The first episode focuses on the careers of legends Terry Funk and Rowdy Roddy Piper, whose new DVD "Born to Controversy: The Roddy Piper Story" will be in stores on Nov. 14, 2006. Future episodes discuss the attributes and eccentricities of Hulk Hogan, Sgt. Slaughter, Ric Flair and Andre The Giant, among others.

Viewers are regaled with tales from the ring and the road, along with interesting anecdotes on how the immortal Hulk Hogan's career in sports-entertainment started with a guitar, and heated discussion over whether Rowdy Roddy Piper's performance in the movie "They Live" trumped any of Jesse Ventura's appearances in 1980's action films.

"We're just a bunch of guys smoking cigars and swapping stories about the business that we love," says Ross, who many describe as the best announcer ever in sports entertainment. "There is a lot of room for discussion in the first series of episodes about the wrestling stars of the 1980's. Our esteemed panelists, and I use that term lightly, have a fun time talking about these great stars in a way that is unique and that will be entertaining to all WWE fans young and old."

Each program runs about an hour. "Because this is a program developed specifically for video on demand, we have more freedom to let the stories unfold without concern for interruptions," says Steve Finklestein, WWE 24/7 On Demand Managing Producer. "Part of what WWE 24/7 On Demand is all about is not just replaying old matches and old moments; it's bringing a new perspective that WWE fans haven't seen or heard before. We thought 'Legends of Wrestling' would be a great way to discuss legends of the past and provide fans the inside info they wouldn't hear anywhere else. It's a blast."

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.

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