



WWE® and USA Network Announce Long Term Deal

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NEW YORK and STAMFORD, Conn.--(BUSINESS WIRE)-- World Wrestling Entertainment(R) and USA Network today announced a four-year renewal agreement that will keep ratings juggernaut WWE MONDAY NIGHT RAW(R) on the network through fall 2014. WWE MONDAY NIGHT RAW, a cable mainstay for more than 16 years, continues to be one of the most watched regularly scheduled programs on ad-supported cable television, contributing to USA's status as the number one cable network.

"I couldn't be happier about continuing one of the most successful collaborations in television history," said Bonnie Hammer, President, NBC Universal Cable Entertainment and Universal Cable Productions. "Vince McMahon and his entire team are an invaluable part of the USA family."

"USA Network is a true partner and not just a network that distributes WWE's premiere television show, WWE MONDAY NIGHT RAW," stated Chairman and CEO Vince McMahon. "I am thrilled to have a long term deal with USA Network."

In recent months, WWE MONDAY NIGHT RAW has featured celebrity guest hosts from the worlds of TV, movies, sports and music including: Shaquille O'Neal, Jeremy Piven, Ozzy Osbourne, Bob Barker, Snoop Dogg, Ben Roethlisberger, Rev. Al Sharpton and many more. The run of guest hosts has produced a ratings increase of +11 % more total viewers, +16% more P12-17, +9% more P25-54, + 3% more P18-49 and +17% more households compared to the same time period last year.

WWE MONDAY NIGHT RAW is currently averaging: 5.5 million total viewers, 2.7 million in P25-54, 2.7 million in P18-49, 1.3 million in P18-34, 620,000 in P12-17 and 3.7 million households year-to-date on USA Network.

USA Network is the #1 network in all of basic cable and is seen in over 98.5 million U.S. homes. A division of NBC Universal, USA is the cable television leader in original series and home to the best in blockbuster theatrical films, acquired television series and entertainment events. The award-winning USA website is located at www.usanetwork.com. Characters Welcome.

USA Network is a program service of NBC Universal Cable a division of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience.

World Wrestling Entertainment, Inc., 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, **PG content** across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Tokyo, Toronto and Sydney. Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE) can be found at corporate.wwe.com.

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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.

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