



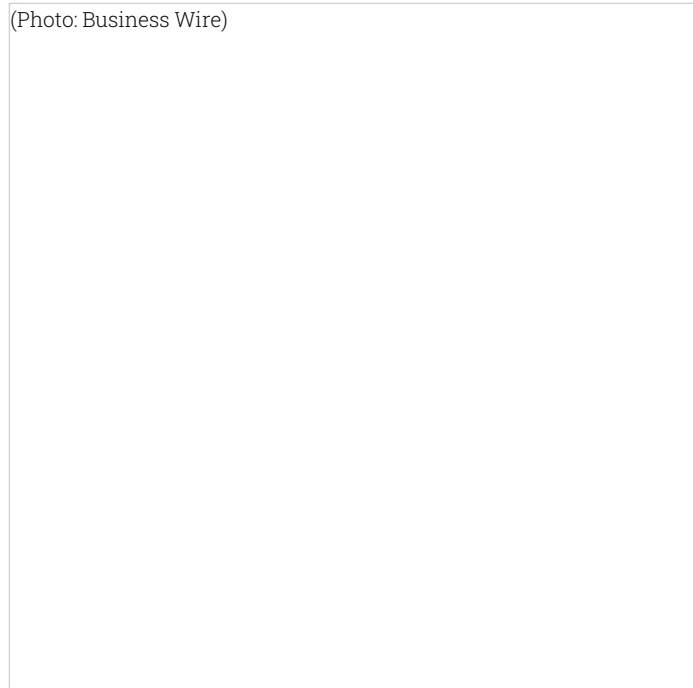
# WrestleMania® Generates Record \$170 Million for Dallas/Arlington Region

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE® (NYSE:WWE), Dallas Mayor Mike Rawlings and Arlington Mayor Jeff Williams announced today that *WrestleMania 32* generated \$170.4 million in economic impact for the Dallas/Arlington region this past April, according to a study conducted by the Enigma Research Corporation. This marks a new record for *WrestleMania's* economic impact and the fifth consecutive year that *WrestleMania* generated more than \$100 million in economic impact for its host region.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161116006032/en/>

(Photo: Business Wire)



(Photo: Business Wire)

Over the past ten years, *WrestleMania* has generated nearly \$1 billion in cumulative economic impact for the cities that have hosted the event. *WrestleMania 32* also generated approximately \$23.8 million in federal, state and local taxes.

"On behalf of our city, we would like to thank all of the domestic and international WWE fans that converged on Dallas for *WrestleMania* Week to enjoy all that North Texas has to offer," said Dallas Mayor Mike Rawlings. "The week-long series of events brought a tremendous economic windfall to our region."

"We are proud that WWE's biggest event in history was held here in Arlington," said Arlington Mayor Jeff Williams. "The event was an incredible success for our city, and we would like to thank the Dallas Cowboys for their tireless efforts in bringing *WrestleMania* to AT&T Stadium."

"We are thrilled that *WrestleMania* continues to break records for both WWE and our host community," said John P. Saboor, WWE Executive Vice President, Special Events. "This success would not have been possible without the support of Mayor Rawlings, Mayor Williams, Charlotte Jones and the entire Dallas Cowboys organization as well as all of our public and private sector partners that embraced WWE's worldwide fan base for this historic celebration. We now

look ahead to our return to Orlando for *WrestleMania 33*."

A record crowd of 101,763 fans from all 50 states and 35 countries attended WWE's pop-culture extravaganza this past April, making it the highest-grossing and best-attended event in WWE history. Key highlights from the study include:

- \$170.4 million in direct, indirect and induced impact derived from spending by visitors to the Dallas/Arlington region for *WrestleMania 32*.
- 72% of fans that attended *WrestleMania* were from outside the greater Dallas/Arlington region and stayed an average of 3.9 nights.
- \$25 million was spent on hotels and accommodations within the Dallas/Arlington region.
- The economic impact derived from *WrestleMania* Week was equal to the creation of 1,550 full-time jobs for the area.
- \$8.4 million was spent by visitors to the Dallas/Arlington region at area restaurants.

Next year, *WrestleMania 33* will take place Sunday, April 2 at the Orlando Citrus Bowl in Orlando, FL. Tickets go on sale this Friday, November 18 at 10 AM Eastern through Ticketmaster. The event will be broadcast live on WWE Network in more than 180 countries.

## **About Enigma Research Corporation**

Enigma Research Corporation is an international consulting firm which specializes in measuring the economic impact of special events. Enigma's economists developed a customized model which converted expenditures into economic impact, employment created and taxes generated as a result of the event.

## **About WWE**

WWE, 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 entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 25 languages. *WWE Network*, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 175 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [www.wwe.com](http://www.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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**Forward-Looking Statements:** This press 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, without limitation, risks relating to: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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