



WWE® Names Matthew Singerman Executive Vice President, Programming

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) today announced the appointment of Matthew Singerman as Executive Vice President, Programming. Singerman, who previously held senior level positions at Fox News Channel, TV Guide Network and Reelz Channel, will report directly to WWE Chairman and Chief Executive Officer Vince McMahon.

In this newly created role, Singerman will be responsible for the strategic development of content, including original, unscripted and scripted shows, scheduling of all programming and operations across all distribution platforms, including a potential WWE Network.

Singerman brings more than 20 years of experience in production and programming from various broadcast and cable networks. Most recently, Singerman served as a consultant for well-established and start-up channels, including NFL Network, Nuvo, Pivot and Back9 Network. Prior to his role as an industry consultant, Singerman was the Senior Vice President of Programming at Reelz Channel. In this position, he oversaw all programming, development and acquisitions, including *The Kennedys*, which was the highest-rated show in Reelz Channel history. The network's rating grew more than 300 percent during Singerman's tenure.

Matthew Singerman (Photo: Business Wire)

Prior to joining Reelz, Singerman was the Senior Vice President of Programming and Production at TV Guide Network. He spent five years overseeing all of the network's programming, which included the creation of 10 new shows, and partnerships with top Hollywood production companies including Fremantle and Magical Elves. In this role, he also managed and recruited all of the network's talent.

Earlier in his career, Singerman was Fox News Channel's Executive Producer of Morning Programming, in charge of the Fox & Friends franchise, which included *Fox & Friends*, *Fox & Friends First* and *Fox & Friends Weekend*. During his tenure, he managed the production and booking for 21 hours of live television each week, and increased network viewership from 40,000 to more than 1 million daily viewers.

Singerman graduated cum laude from Tufts University with a Bachelor of Arts degree.

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 is broadcast in more than 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Miami, Mumbai, Shanghai, Singapore, Istanbul and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at www.wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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 maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; 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, 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, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131119005306/en/>

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