



WWE® ThunderDome™ Takes Over Tropicana Field

11/19/2020

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE will bring its world-class viewing experience, WWE ThunderDome, to Tropicana Field in Tampa Bay as it begins a new residency starting with *SmackDown*® on Friday, December 11 at 8 PM ET on FOX.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201119005846/en/>

WWE® THUNDERDOME™ TAKES OVER TROPICANA FIELD (Photo: Business Wire)

The move to Tampa Bay marks the next iteration for WWE ThunderDome, which launched to critical acclaim in August as part of WWE's first-ever residency at Amway Center in Orlando. Featuring a state-of-the-art set, video boards, pyrotechnics, lasers, cutting-edge graphics and drone cameras, WWE ThunderDome provides an immersive viewing atmosphere and virtually brings thousands of fans into the arena via live video, in conjunction with The Famous Group and its proprietary technology, for every *Monday Night Raw*®, *Friday Night SmackDown*® and WWE pay-per-view event. WWE ThunderDome recently received top honors at this year's Sportel Awards for Best Virtual Fan Experience.

"The Tampa Bay Rays are excited to welcome WWE to Tropicana Field for this residency and shine a spotlight on the Tampa Bay area for WWE fans around the world," said Matt Silverman, Tampa Bay Rays President. "The ballpark will be transformed to host the spectacle of WWE ThunderDome, allowing fans to enjoy this wildly popular experience virtually."

"We are proud to have reimagined the in-arena atmosphere and provide an interactive experience like nothing else in sports and entertainment with the launch of WWE ThunderDome," said Kevin Dunn, WWE Executive Producer & Chief, Global Television Production. "Our fans' response and industrywide recognition are both humbling and further validation of the innovative spirit and passion that exist across the entire WWE organization."

"Hollywood celebrities, WWE Legends and millions of fans from around the world have all enjoyed what the world-class WWE ThunderDome has to offer," said Brian Flinn, WWE Chief Marketing & Communications Officer. "This new residency will enable us to continue offering an unmatched live spectacle and would not have been possible without the strong support from the Tampa Bay Rays organization. We remain grateful for the hospitality provided by the Amway Center over the past four months."

Fans can register for their virtual seat to be part of upcoming WWE shows via www.WWETHunderDome.com or at WWE's Facebook, Instagram or Twitter pages.

Raw, *SmackDown* and pay-per-view programming will be produced at Tropicana Field on closed sets with only essential personnel in attendance. WWE will continue to administer its health and safety protocols for talent, crew and employees in conjunction with each production, including PCR testing for COVID-19, social distancing and wearing masks.

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's TV-PG, family-friendly programming can be seen in more than 800 million homes worldwide in 28 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 180 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 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: the impact of the COVID-19 outbreak on our business, results of operations and financial condition; entering, maintaining and renewing major distribution agreements; a rapidly evolving media landscape; *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); 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 including possible disruptions and reputational risks; 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 alleging traumatic brain injury; 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; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; 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 volatility 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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20201119005846/en/>

Media Contact:

Adam Hopkins

203-352-8675

Adam.Hopkins@wwecorp.com

Investor Contact:

Michael Guido, CFA

203-352-8779

Michael.Guido@wwecorp.com

Source: WWE