



WWE® Launches The Bella Twins™ YouTube Channel

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Click [here](#) for a look at The Bella Twins on YouTube

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) today unveiled a new YouTube channel, "The Bella Twins," featuring WWE's Nikki and Brie Bella, with daily fashion, travel, fitness, relationship and health content created by the twins themselves. The Bella Twins are two of the most popular celebrities on social media with 23 million followers across Facebook, Twitter and Instagram.

"We are thrilled to offer our fans this unprecedented glimpse into our lives through daily videos, a look back at home videos and the opportunity to weigh in on major decisions in our lives," said Nikki. "We know this will allow us to connect in a deeper and more meaningful way with our fans, and we are excited to work with WWE to bring this channel to life," continued Brie.

"Nikki and Brie Bella are two of WWE's biggest stars, and they have utilized their social presence to connect and engage with their fans around the world," said Jayar Donlan, WWE Senior Vice President, Digital & Social Content. "The launch of their new YouTube channel will take this connection to the next level and allow them to entertain and share their lives in more ways than ever before."

Nikki and Brie, who are today celebrating their 33rd birthday, have been with WWE since 2007 and currently star on two of E!'s most popular reality series, *Total Divas* and *Total Bellas*.

Programming for "The Bella Twins" will include:

- **BELLA VLOGS**

Daily videos that capture the most personal moments from the girls' everyday lives, including their relationships with WWE Superstars John Cena and Daniel Bryan.

- **ON THE ROAD**

In a weekly video, Nikki Bella chronicles her life on the road as, for the first time in her career, she travels apart from her sister, Brie.

- **BELLA BABY WATCH**

Every week, Brie Bella and her husband Daniel Bryan chronicle their preparation for the birth of their daughter, from picking out nursery colors to asking fans for suggestions for baby names.

- **FAN INTERACTION**

Weekly YouTube live streams and Q&A's with Nikki and Brie.

- **BEHIND THE SCENES AND ALL-ACCESS**

Exclusive behind-the-scenes peeks into Nikki and Brie's personal lives with never-before-granted access during media tours, red carpet events and personal family moments.

- **CHILDHOOD**

Through Bella family home videos and personal photos, Nikki and Brie tell the real story of their upbringing.

In addition to the launch of "The Bella Twins," WWE has a powerful presence on YouTube. With more than 12 billion video views in the last 12 months and more than 13 million subscribers, WWE is the No. 1 Sports channel on YouTube, ahead of the NBA, MLB, NFL, NHL, ESPN, NASCAR and FIFA.

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 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/>.

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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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