



WWE® and SNICKERS® Renew WrestleMania® Partnership

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HACKETTSTOWN, N.J. & STAMFORD, Conn.--(BUSINESS WIRE)-- SNICKERS® will once again serve as the exclusive presenting partner of *WrestleMania 33*, WWE's pop-culture extravaganza, which will take place Sunday, April 2, 2017 at the Orlando Citrus Bowl and will broadcast live around the world on WWE Network.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161128005682/en/>

(Photo: Business Wire)

SNICKERS' presenting partnership of *WrestleMania 33* is highlighted by custom TV creative produced by WWE for SNICKERS, which will feature WWE Superstars and the brand's popular 'You're Not You When You're Hungry' campaign. The creative will appear across WWE's global digital and social platforms, WWE Network, and on WWE's flagship TV programs *Monday Night Raw*® and *SmackDown Live*® on USA Network, a long-standing SNICKERS partner.

SNICKERS will also leverage WWE's YouTube channel, the No. 1 sports channel on YouTube, with a complete brand takeover the day of *WrestleMania*. Additionally, SNICKERS will have promotional activity at *WrestleMania Axxess* – WWE's four-day, interactive fan festival, presence at WWE live events leading up to *WrestleMania 33*, retail promotions, as well as custom digital and social content, including a Snapchat live story.

"When it comes to displaying the 'hunger symptoms' that SNICKERS satisfies, nobody embodies them better than WWE Superstars," said Allison Miazga-Bedrick, Director, SNICKERS Brand. "We're back for a second consecutive year as the presenting sponsor of *WrestleMania 33* to once again share our 'You're Not You When You're Hungry' message to an extremely engaged WWE fan base in unique ways."

(Photo: Business Wire)

"We are excited to partner with SNICKERS for the second straight year as we aim to raise the bar in bringing their award-winning 'You're Not You When You're Hungry' campaign to life in entertaining ways that only our WWE Superstars can," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "As the exclusive presenting partner of one of the biggest sports and entertainment events in the world, SNICKERS will reach our global fan base that consumes content across all platforms."

Earlier this year, SNICKERS' *WrestleMania 32* presenting partnership resulted in more than 1.5 billion impressions for SNICKERS across WWE's and NBCUniversal's global platforms, including TV integrations, digital and social media, retail activation, and appearances by WWE Superstars.

WrestleMania 32 set a new WWE attendance record of 101,763, as fans from all 50 states and 35 countries converged on AT&T Stadium in Arlington, Texas. *WrestleMania 32* was also the highest-grossing, most-watched, and most-social event in WWE history.

WrestleMania is more than just a one-day event; it's a week-long celebration that will stretch throughout the Orlando region. In addition to *WrestleMania 33* presented by SNICKERS, other activities will include: *WrestleMania Axxess*® – WWE's four-day interactive fan festival at the Orange County Convention Center; the *2017 WWE Hall of Fame Induction Ceremony* at the Amway Center; *NXT*® *TakeOver*® at the Amway Center; *Monday Night Raw*® at the Amway Center; *SmackDown*® *Live* at the Amway Center and more than a dozen activities designed to give back to the host community including Be a STAR® anti-bullying rallies, hospital visits and Make-A-Wish events. Additional information on these events will be announced in the future at www.wrestlemania.com.

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Mars, Incorporated is a private, family-owned business with more than a century of history, \$35 billion in sales, and six diverse business segments producing some of the world's best-loved brands: PEDIGREE®, ROYAL CANIN®, IAMS®, BANFIELD® CESAR® (Petcare); M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY®, TWIX® (Chocolate); DOUBLEMINT®, EXTRA®, ORBIT®, 5™, SKITTLES® (Wrigley); UNCLE BEN'S®, DOLMIO®, MASTERFOODS®, SEEDS OF CHANGE® (Food); ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA COMPANY™, KLIX® FLAVIA® (Drinks); and COCOAVIA® (Symbioscience). Headquartered in McLean, VA, Mars operates in 421 facilities across 78 countries, where our more than 80,000 Associates –all united by the company's Five Principles of Quality, Efficiency, Responsibility, Mutuality and Freedom –strive every day to create relationships with our stakeholders that deliver growth we are proud of.

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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/>

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: 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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