



Five More Years for WWE® and BSkyB

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LONDON--(BUSINESS WIRE)-- World Wrestling Entertainment, Inc. (NYSE:WWE) has extended its relationship with British Sky Broadcasting (LSE:BSY.L) in the UK for another five years, taking the partnership into its milestone twenty-fifth year.

The new distribution agreement, which takes effect in January 2010, sees BSkyB hold the exclusive UK broadcast rights of WWE's weekly programming and special events, providing content to more than 15 million homes across the UK and Ireland.

BSkyB will carry ten-and-a-half first run hours of WWE's weekly programs. RAW(R), SmackDown(R), ECW(R), Bottom Line(R), AfterBurn(R), WWE Vintage Collection(TM) and This Week in WWE will all air in high definition on Sky Sports, along with five monthly specials annually.

WWE Experience and the brand new WWE Superstars will be broadcast on Sky1, also available on Sky1 HD.

BSkyB will carry eight WWE special events annually on Sky Box Office, including perennial favourites WrestleMania(R), Royal Rumble(R), SummerSlam(R) and Survivor Series(R). WWE events on Sky Box Office will air live and in HD.

Announcing the deal, Andrew Whitaker, President of International for WWE, said: "The new agreement sees our broadcast partnership with BSkyB reach a history-making 25 years; there is no greater testimony to the mutually beneficial nature of our relationship. It has been pivotal to WWE reaching the new heights of popularity we now enjoy in the UK. We look forward to continuing to grow our brand presence with BSkyB."

Sky Sports Managing Director, Barney Francis, added: "Our relationship with WWE goes back many years, since our network began in 1989. WWE fans have grown up watching all the big events and weekly programmes on Sky. We are delighted to once again extend our relationship and offer our viewers the globally renowned sports entertainment which is WWE for another five years - and all available in high definition."

Additional information on World Wrestling Entertainment Inc (NYSE: WWE) can be found at wwe.com and corporate.wwe.com.

About World Wrestling Entertainment, Inc.

World Wrestling Entertainment, Inc., a publicly traded company (NYSE: WWE), is an integrated media company and recognized leader in global entertainment. With programming broadcast in more than 145 countries and 30 languages, WWE produces 22 hours of weekly PG-rated programming and 14 pay-per-views a year. WWE holds more than 300 live events annually, entertaining over two million fans a year across the globe. The company's brand extends across multiple additional platforms including WWE Studios, WWE.com, WWEKids.com, WWE Magazine, WWE Kids Magazine, licensed merchandise, music and home entertainment. In addition, WWE 'In Your Corner' is WWE's charitable arm that focuses on literacy programs, civic engagement and a 20+ year partnership with the Make-A-Wish Foundation. More information on World Wrestling Entertainment can be found at <http://corporate.wwe.com/>

Trademarks

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

Forward-Looking Statements

This news release contains forward-looking statements pursuant to the safe harbour provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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 to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

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