



FOR IMMEDIATE RELEASE

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**WWE[®] CFO GEORGE BARRIOS TO PARTICIPATE IN THE UBS
MEDIA AND COMMUNICATIONS CONFERENCE ON DEC. 8**

STAMFORD, Conn., December 2, 2010 - World Wrestling Entertainment, Inc. (NYSE:WWE) announced today that its Chief Financial Officer, George Barrios, will participate in the UBS 38th Annual Global Media and Communications Conference, on December 8, 2010, in New York, NY.

Mr. Barrios' remarks are expected to begin at approximately 10:00 a.m. ET. A live webcast will be available online at corporate.wwe.com/investors. Also, a replay of the presentation will begin shortly after the actual presentation time and will be available until March 4, 2011.

World Wrestling Entertainment, Inc. 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 US PG rated content across all of its platforms, including television programming, pay-per-view, digital media, publishing and studios. WWE programming is broadcast in more than 145 countries and 30 languages, reaching more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Singapore, Tokyo, Toronto and Mexico City. Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE) can be found at 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 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 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; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to regulatory

and litigation matters; risks resulting from the highly competitive nature of our markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to our film business and any new business initiative which we may undertake; risks relating to the large number of shares of common stock controlled by members of the McMahon family; 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 significant and 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, including a waiver by the McMahon family of a portion of the dividends.