



For Immediate Release

WWE® PROMOTES KEY EXECUTIVES TO LEAD FUTURE GROWTH

STAMFORD, Conn., December 4, 2013 – WWE (NYSE: WWE) is poised for transformative growth in important areas, including the renegotiation of its four largest television rights agreements, the potential launch of a WWE Network, expansion in key international markets, distribution of content on emerging platforms and new strategic partnerships. Michelle D. Wilson, George Barrios and Stephanie McMahon have been promoted to lead WWE in the execution of these strategic growth initiatives.

Michelle D. Wilson, formerly Chief Marketing Officer, has been promoted to Chief Revenue and Marketing Officer and will now oversee all of the company's revenue lines and assume responsibility for WWE's \$900 million retail consumer products business. Wilson retains her current revenue generating responsibilities for Sponsorship Sales, Pay-Per-View and New Business Development and will continue to oversee all WWE Marketing and Corporate Communications. Wilson is also spearheading the company's efforts to launch a WWE Network and will continue to report directly to WWE Chairman and Chief Executive Officer Vince McMahon. Casey Collins, Executive Vice President, Consumer Products will report to Wilson.

George Barrios, formerly Chief Financial Officer, has been promoted to Chief Strategy and Financial Officer and will now oversee all of the company's strategic planning processes and take over management of WWE's day-to-day Television Operations. He will retain his management of Financial Planning and Investor Relations. With Wilson, Barrios is co-leading WWE's television rights negotiations and will continue to report directly to WWE Chairman and Chief Executive Officer Vince McMahon. Will Staeger, Executive Vice President, Television Production will report to Barrios.

Stephanie McMahon, formerly Executive Vice President, Creative, has been promoted to Chief Brand Officer and will lead WWE's efforts to further enhance its brand reputation among key constituencies including advertisers, media, business partners and investors. McMahon will serve as the company's brand ambassador and work with WWE's business units to support key growth initiatives. McMahon will also lead WWE's targeted youth and moms marketing programs and will continue to report directly to WWE Chairman and Chief Executive Officer Vince McMahon.

Kevin Dunn will serve as Executive Producer of all WWE programming, including *Monday Night Raw*, *Friday Night SmackDown*, *WWE Main Event* and *Total Divas* and will continue to report to Vince McMahon.

"WWE is entering a new era of unprecedented growth," said WWE Chairman and Chief Executive Officer, Vince McMahon. "I am confident that my senior executive team is now organized more effectively to capitalize on the wealth of opportunities."

Additionally, Perkins Miller, Executive Vice President, Digital Media will report to Chairman and Chief Executive Officer Vince McMahon, and Eddie Feldmann, Senior Vice President, Creative Writing will report to Paul Levesque, Executive Vice President, Talent and Live Events.

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 is broadcast in more than 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Miami, Mumbai, Shanghai, Singapore, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at www.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 maintaining and renewing key agreements, including television and pay-per-view programming 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 and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; 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 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.