



WWE® and Cable Affiliates Honor 'Community Champions'

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STAMFORD, Conn.--(BUSINESS WIRE)--

World Wrestling Entertainment(R) is launching a new pilot program with the help of select cable operators. WWE Community Champion will honor young people making positive contributions in their own communities by offering them a chance to win a trip to WrestleMania(R) 24 in Orlando this March.

This winter, select cable operators from Comcast and Charter will promote the contest, accepting nominations in their local communities for U.S. residents between the ages of 10 and 17 who have made a significant difference in their town. At the end of February three national winners - one from each system - will be chosen. Each winner, along with a parent or legal guardian, will be flown to Orlando to attend WrestleMania 24 and will be individually honoured at WWE's annual "Bacon, Bagels and Biceps Brunch."

"WWE is a worldwide brand that thrives in local communities across the United States. WWE Community Champion is another program that provides our affiliates a co-branding opportunity in the very communities in which we perform more than 300 times a year. At the same time, this program encourages pro-social contributions from our fans who so fervently support our programming and products," said Peter Clifford, Senior Vice President, Affiliate Distribution & Marketing. "WWE has long running programs which promote literacy, education, voting and other important issues - WWE Community Champion is another step in that tradition."

Current participating operators are Comcast Bay Area, Comcast Central California and Charter Communications in St Louis. Nominations will be accepted throughout the months of December and January. All entries must be postmarked by January 31, 2008. No purchase is necessary to enter or to win. For details on how to enter the contest and for Official Rules, please visit www.wwe.com.

World Wrestling Entertainment has been widely recognized for its community relations efforts. The Make-A-Wish Foundation has awarded WWE, WWE employees and WWE Superstars with its Chris Greicius Award on three separate occasions. In addition, WWE received the USO "Legacy of Hope" award in 2004 and the United States Secretary of Defense Exceptional Public Service Award in 2006.

Additional information on World Wrestling Entertainment, Inc. (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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Source: World Wrestling Entertainment

Contact: World Wrestling Entertainment Media: Gary Davis, 203-353-5066 or Investors: Michael Weitz, 203-352-8642