



Facebook and WWE® Launch Live In-Ring Series on Facebook Watch

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STAMFORD, Conn.--(BUSINESS WIRE)-- Facebook and WWE (NYSE: WWE) today announced a new in-ring series, *Mixed Match Challenge*™, that will stream live in the U.S. exclusively on Facebook on Tuesday nights beginning January 16 at 10 p.m. ET. The 12-episode series will air on Facebook Watch and feature WWE Superstars from both the *Raw*® and *SmackDown*® *Live* rosters competing in a single-elimination mixed tag-team tournament to win \$100,000 to support the charity of their choice.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171213005646/en/>

(Photo: Business Wire)

Each 20-minute episode will reflect a progressive approach to production, with elements optimized for mobile consumption, experimentation and social interaction, including the ability for fans to engage with Superstars during the show. In addition, fans will have the opportunity to select match-ups, match stipulations and more, on Facebook.

"As we continue to expand our strategic partnership with Facebook, this new series, *Mixed Match Challenge*, jointly reflects our innovative approach to content distribution and fan engagement," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "This show will deliver the action and excitement our passionate fan base is accustomed to while offering new production elements and social experiences that only Facebook can provide."

"As a leader in entertainment innovation, WWE is an ideal partner to demonstrate how the live sports viewing experience can be reimaged on Facebook Watch," said Dan Reed, Facebook Head of Global Sports Partnerships. "*Mixed Match Challenge* is a new competition produced specifically to take advantage of the reach, interaction and ongoing engagement enabled by our platform. Fans will be able to directly influence and interact with the in-ring action, follow the rivalries and storylines in between events, and connect with one another as the drama unfolds. We're excited for the WWE community to

(Photo: Business Wire)

come together on our platform to watch some of the biggest *Raw* and *SmackDown Live* Superstars, and engage with WWE like never before."

"*Mixed Match Challenge* demonstrates WWE's flexibility in creating and producing compelling content across platforms in a media landscape that is evolving each day," said Jayar Donlan, WWE Executive Vice President, Digital & Social Content. "The social interaction leading up to and during each show will connect WWE Superstars with our massive fan base on Facebook in more ways than ever before."

Mixed Match Challenge Participants

Mixed Match Challenge is a *Raw* vs. *SmackDown Live* tournament, where male and female Superstars team up to determine which combination of strength, skill, athleticism and experience reigns supreme.

Fans will have the opportunity to vote on Facebook for the final competitor from the *Raw* roster, as well as which tag team member of The New Day will be added to the *SmackDown Live* roster. Teams will be announced beginning Thursday, January 4.

Alexa Bliss™	Becky Lynch®
Alicia Fox®	Bobby Roode™
Asuka™	Carmella™
Bayley™	Charlotte Flair®
Braun Strowman®	Jimmy Uso™
Enzo Amore™	Lana®
Finn Bálor®	Naomi®
Goldust®	Natalya®
Nia Jax™	Rusev®
Sasha Banks®	Sami Zayn®
The Miz®	Shinsuke Nakamura®
Final Fan Vote	Final Fan Vote (A member of The New Day)

The unique storylines for *Mixed Match Challenge* will continue between episodes across WWE's Facebook Pages with short-form videos and social content. WWE will also promote the series across its extensive digital and social footprint, including a new Facebook Watch show Page dedicated to *Mixed Match Challenge*. A promotional trailer for the show can be watched [here](#).

WWE is a powerhouse on social media with more than 825 million followers globally. WWE has nearly 500 million likes across all Facebook Pages and WWE's main Facebook Page has more than 38 million likes. WWE Superstar John Cena[®] is the #1 most-followed active U.S. athlete on Facebook with more than 45 million likes.

Facebook Watch is a new platform for shows on Facebook where brands can build and engage with a community of fans. Facebook Watch is available on desktop, mobile and connected TV apps. Fans can follow *Mixed Match Challenge* to add episodes to their personal Watchlists.

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 20 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 www.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; 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 exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which 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 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, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.

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