

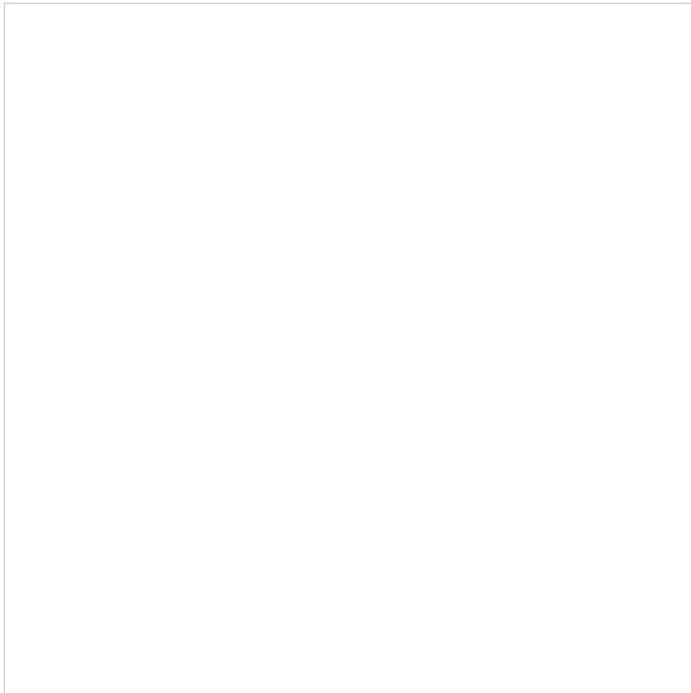


WWE® to Crown U.K. Champion

12/15/2016

LONDON & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE® (NYSE:WWE) announced today that it will crown the first-ever WWE United Kingdom Champion live on WWE Network during a special, two-night tournament on Saturday, January 14 and Sunday, January 15, 2017 beginning at 8:00 PM GMT. Fans can watch the *WWE United Kingdom Championship Tournament* by signing up at WWENetwork.com.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161215005655/en/>



The new WWE United Kingdom Championship Title (Photo: Business Wire)

WWE trainer, participated in the scouting process for the tournament competitors, using their unrivalled knowledge and experience of the UK scene, developed over careers of more than 20 years in the ring.

The *WWE United Kingdom Championship Tournament* on WWE Network will be called by WWE lead announcer Michael Cole, who will be joined by color analyst Nigel McGuinness, a mainstay of the UK independent scene.

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 25 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.

Tickets for the *WWE United Kingdom Championship Tournament*, emanating from the historic Empress Ballroom in Blackpool, go on sale today at 12:00 PM GMT and can be purchased online at livenation.co.uk.

“Our passionate U.K. fans deserve to have their own Champion,” said WWE Executive Vice President of Talent, Live Events & Creative Paul “Triple H” Levesque. “The tournament is the next step in our ongoing strategy to create localized content for our global WWE Network, develop another brand that engages our passionate fans, and add a new dimension to our on-going storylines.”

This unprecedented event will feature a single-elimination tournament and showcase competitors from all four Home Nations and Ireland including: charismatic Trent Seven, from Wolverhampton; hard-hitting Pete Dunne, from Birmingham; Tyler Bate, the bright young 19-year-old star from Dudley, West Midlands; big brawler Wolfgang, from Glasgow; tough Tyson T-Bone, from Malvern; the aggressive Northern Irish grappler Tucker; Irish high-flyer Jordan Devlin, who hails from Bray, in County Wicklow, the same home town as WWE Superstar Finn Bálor®; and Londoner Roy Johnson, a former champion powerlifter.

William Regal®, Head Scout, WWE Talent Development, and Robbie Brookside,

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; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; our inability to secure specific named performers for a promoted event due to a variety of possible factors; 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 exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares 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 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 (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 and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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