



IB SPORTS To Broadcast WWE® Programming Live for the First Time in South Korea

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SEOUL, South Korea & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) and IB SPORTS, a South Korean sports broadcasting media company, will extend their partnership into its 13th year with a new agreement to broadcast WWE programming live for the first time in South Korea.

Beginning Tuesday, January 2, 2018, IB SPORTS will televise *Raw* live at 10 a.m. every Tuesday (replay Saturdays 10 p.m.) and *SmackDown* live at 10 a.m. Wednesdays (replay Sundays 10 p.m.) with additional airings of one-hour versions of *Raw* and *SmackDown* throughout the week. Fans can also watch all of WWE's monthly special events live on IB SPORTS, including *WrestleMania*®, *SummerSlam*®, *Survivor Series*® and *Royal Rumble*®.

"IB SPORTS is a valued partner who shares our vision and passion for engaging and entertaining our fans," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "Our partner's commitment to broadcast WWE programming live for the first time in South Korea allows us to continue showcasing our unique blend of action-packed, family friendly entertainment across the country."

"IB SPORTS is proud to announce its renewed partnership with WWE," said Kim Jung-hwan, CEO of IB SPORTS. "This will be a boost to our sports and entertainment programming and we are excited to introduce live WWE content in our programs for the first time in South Korean TV history to fans across the nation."

All programs will be available with Korean voiceover commentary and on IB SPORTS' TV Everywhere platform for authenticated subscribers, and on its 14-day VOD catchup window. Additionally, IB SPORTS will broadcast previous seasons of *Total Divas*® and WWE highlight shows *AfterBurn*® and *BottomLine*®.

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 wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>

About IB SPORTS

IB SPORTS was established in 2009, specialized in operating/broadcasting of sports channels as well as the production of quality contents. Operating General Sports channel, IB SPORTS and Golf Channel Korea in cooperation with NBC Universal.

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; 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; 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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