



World Wrestling Entertainment® Tours Latin America

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

As part of its planned business expansion into Latin America, World Wrestling Entertainment will be conducting two major live event tours in support of its television partners in the region.

In February, the WWE(R) Superstars of SmackDown(R) and ECW(TM) will make their return to Guatemala City, Guatemala on February 9, at Forum Mundo E at 8:00 p.m., and Guadalajara, Mexico on February 10, at VFG Arena at 6:30 p.m. WWE programming can be seen on Channels 3 & 13 and FX: Fox Latin American Channel in Guatemala, and in Mexico on MX52 and FX: Fox Latin American Channel.

The tour also will mark the debut of live events Quito, Ecuador on February 12, at Coliseo Ruminahui at 8:00 p.m. and Santiago, Chile on February 14, at Arena Santiago at 8:00 p.m. WWE programming in Ecuador can be seen on Telemazonas Teve, and in Chile on Chilevision and FX: Fox Latin American Channel.

A second tour is being planned for later this year, and is expected to include WWE's first live event performances in Brazil. WWE will launch television programming Sistema Brasileiro de Televisao (SBT) this January.

"We are excited about performing live events in 2008 for our many WWE fans across Latin America," said Carl DeMarco, WWE President, Latin America. "WWE live events are an amazing experience, and we look forward to thrilling our fans with our live events in 2008."

WWE is the world's pre-eminent sports entertainment company offering a unique format that combines unparalleled athleticism and the entertainment of larger than life characters and soap opera-like storylines. WWE has been involved in the sports entertainment business for 25 years and has developed into one of the most popular forms of global entertainment today.

Millions of fans around the world tune in every week to witness the most exciting television programs on the planet. WWE programs are broadcast in 22 languages to more than 130 countries around the world. Its website, WWE.com, attracts a global audience of up to 17 million unique visitors per month. These visitors viewed an average exceeding 29 million video streams per month.

There is nothing like experiencing a WWE performance live. WWE live events are frequently filled with exciting matches and memorable moments. WWE Superstars always amaze audiences with their unparalleled athleticism and their unbridled charisma. WWE brings the greatest spectacle on television to live, up close and personal. In 2006, WWE held 346 live events, including 61 international events, entertaining more than two million fans.

WWE plans to establish a multi media platform approach in Latin America - television, live events, publishing, licensing, consumer products, mobile and Web applications. WWE is in the process of establishing a new office in Sao Paulo from which it will handle all business initiatives in Brazil, as well as initial plans for expansion in Argentina, Mexico and Chile.

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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Forward-Looking Statements: This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, feature films, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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 to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

Source: World Wrestling Entertainment

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