



**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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**FORM 8-K**

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): April 27, 2004

**World Wrestling Entertainment, Inc.**

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(Exact name of registrant as specified in its charter)

Delaware

000-27639

04-2693383

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(State or other jurisdiction  
of incorporation)

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(Commission  
File Number)

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(IRS Employer  
Identification No.)

1241 East Main Street, Stamford, CT 06902

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(Address of principal executive offices) (Zip code)

Registrant's telephone number, including area code: (203) 352-8600

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Item 5. Other Events

On April 27, 2004, World Wrestling Entertainment, Inc. issued a press release announcing that the Company's board of directors declared a quarterly dividend of \$0.06 per share on all Class A and Class B common shares. The dividend, to be paid on July 8, 2004 to shareholders of record on June 28, 2004, represents an increase from the \$0.04 per share quarterly dividend paid with respect to the first three quarters of the Company's current fiscal year. A copy of the press release is filed as Exhibit 99.1 to this Form 8-K.

Item 7. Financial Statements and Exhibits.

(a) Not applicable.

(b) Not applicable.

(c) Exhibits

99.1 Press Release dated April 27, 2004

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

WORLD WRESTLING ENTERTAINMENT, INC.

By: /s/ Philip B. Livingston

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Philip B. Livingston  
Chief Financial Officer

Dated: April 27, 2004





**FOR IMMEDIATE RELEASE**

**Contacts:**

**Media :** Gary Davis 203-353-5066

**Investors:** Michele Goldstein 203-352-8642

**World Wrestling Entertainment, Inc., Board of Directors  
Authorizes Dividend Increase**

**STAMFORD, Conn., April 27, 2004** — World Wrestling Entertainment, Inc. (NYSE:WWE) announced today that the Company's board of directors declared a quarterly dividend of \$0.06 on all Class A and Class B common shares. The record date for the dividend is June 28, 2004. The payment date will be July 8, 2004. Previously, the Company's quarterly dividend was \$0.04 on all Class A and Class B common shares.

Commenting on this announcement, Philip Livingston, Chief Financial Officer said, "We are very pleased with our fiscal 2004 results to date. We're optimistic about the trends in the business, especially the results for WrestleMania® XX. An analysis of our balance sheet and our prospects for continued excess cash flow generation led us to increase the dividend."

World Wrestling Entertainment, Inc. is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York City, Los Angeles, Toronto, and London. Additional information on the company can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com).

**Trademarks :** The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc.

**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, 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.