

# WORLD WRESTLING ENTERTAINMENT INC

## FORM 8-K (Unscheduled Material Events)

Filed 4/18/2001 For Period Ending 3/23/2001

Address	1241 E MAIN ST STAMFORD, Connecticut 06902
Telephone	203-352-8600
CIK	0001091907
Industry	Recreational Activities
Sector	Services
Fiscal Year	04/30

# 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): March 23, 2001

## World Wrestling Federation Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware	000-27639	04-2693383
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(State or other jurisdiction of incorporation)	(Commission File Number)	(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

**Item 5. Other Events.**

On March 23, 2001 and March 30, 2001, World Wrestling Federation Entertainment, Inc. ("WWFE") issued the press releases filed as exhibits to this Form 8-K.

Item 7. Financial Statements and Exhibits.

(c) Exhibits

99.1 Press Release dated March 23, 2001  
99.2 Press Release dated March 30, 2001

Page 2 of 7 pages.

**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 FEDERATION  
ENTERTAINMENT, INC.**

By: */s/ August J. Liguori*  
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*August J. Liguori*  
*Executive Vice President and*  
*Chief Financial Officer*

*Dated: April 11, 2001*

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**EXHIBIT INDEX**

- 99.1 Press Release dated March 23, 2001
- 99.2 Press Release dated March 30, 2001.

**EXHIBIT 99.1**

**WORLD WRESTLING FEDERATION ENTERTAINMENT, INC.**

**ACQUIRES WCW FROM TURNER BROADCASTING  
CROSS-BRAND STORYLINES TO CREATE INTRIGUING POSSIBILITIES FOR FANS  
EXPECTED TO INCREASE TELEVISION RATINGS, PPV BUYS**

STAMFORD, CONN., MARCH 23, 2001 - World Wrestling Federation Entertainment, Inc. (NYSE: WWF) today announced its purchase of the World Championship Wrestling (WCW) brand from Turner Broadcasting System, Inc. (TBS Inc.), a division of AOL Time Warner.

The purchase of WCW creates a tag team partnership with the World Wrestling Federation brand that is expected to propel the sports entertainment genre to new heights.

In keeping with the company's strategic alliance with Viacom, new WCW programming is anticipated to air on TNN in the near future. The possibility of cross-brand storylines and intrigue, however, may start as early as Monday night during WWF Raw Is War on TNN and the final performance of WCW Monday Nitro Live on Turner Network Television (TNT).

The binding agreement provides World Wrestling Federation Entertainment with the global rights to the WCW brand, tape library, and other intellectual property rights.

"This acquisition is the perfect creative and business catalyst for our company," said Linda McMahon, Chief Executive Officer of World Wrestling Federation Entertainment. "This is a dream combination for fans of sports entertainment. The incendiary mix of World Wrestling Federation and WCW personalities potentially creates intriguing storylines that will attract a larger fan base to the benefit of our advertisers and business partners, and propel sports entertainment to new heights."

"The acquisition of the WCW brand is a strategic move for us," said Stuart Snyder, President and Chief Operating Officer for World Wrestling Federation Entertainment. "We are assuming a brand with global distribution and recognition. We are adding thousands of hours to our tape library that can be repurposed for home videos, television, Internet streaming, and broadband applications. The WCW opens new opportunities for growth in our Pay Per View, live events, and consumer products divisions, as well as the opportunity to develop new television programming using new stars. We also will create additional advertising and sponsorship opportunities. In short, it is a perfect fit."

World Wrestling Federation Entertainment, Inc. is an integrated media and entertainment company headquartered in Stamford, Connecticut, with sales offices in New York City, Chicago and Toronto. The company is an equal partner with NBC in the XFL, a new professional football league. The company can be found online at [wwf.com](http://wwf.com) and [wwfecorpbiz.com](http://wwfecorpbiz.com)

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Forward-Looking Statements : This news release contains forward-looking statements 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, food and beverage, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; and other risks and factors identified in documents filed with the Securities and Exchange Commission. Actual results could differ materially from those currently anticipated.

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**MEDIA CONTACTS:**

Gary Davis 203-353-5066

Jayson Bernstein 203-353-5015

**INVESTOR RELATIONS CONTACT :**

**Tom Gibbons 203-328-2576**

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**WORLD WRESTLING FEDERATION ENTERTAINMENT, INC.**

**CLOSES TRANSACTION WITH TURNER BROADCASTING SYSTEM, INC.**

STAMFORD, CONN., MARCH 30, 2001 - World Wrestling Federation Entertainment, Inc. (NYSE: WWF) today announced that it has closed its transaction to acquire certain assets of World Championship Wrestling (WCW) from Turner Broadcasting System, Inc.

World Wrestling Federation Entertainment, Inc. is an integrated media and entertainment company headquartered in Stamford, Connecticut, with sales offices in New York City, Chicago and Toronto. The Company is an equal partner with NBC in the XFL, a new professional football league. The Company can be found online at [wwf.com](http://wwf.com) and [wwfecorpbiz.com](http://wwfecorpbiz.com)

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