

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL
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[] Check this box if no longer
subject to Section 16. Form 4 or
Form 5 obligations may
continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or
Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person -*		2. Issuer Name and Ticker or Trading Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
DUNN KEVIN		WORLD WRESTLING ENTERTAINMENT INC [WWE]		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) EVP, Television Production	
(Last) (First) (Middle)		3. Date of Earliest Transaction (MM/DD/YYYY)			
C/O WORLD WRESTLING ENTERTAINMENT, INC., 1241 EAST MAIN STREET		9/15/2006			
(Street)		4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)	
STAMFORD, CT 06902				<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)					

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	9/15/2006		M		10000	A	\$12.94	107290	D	
Class A Common Stock	9/15/2006		M		3125	A	\$9.60	110415	D	
Class A Common Stock	9/15/2006		M		4166	A	\$12.90	114581	D	
Class A Common Stock	9/15/2006		S		300	D	\$17.08	114281	D	
Class A Common Stock	9/15/2006		S		100	D	\$17.07	114181	D	
Class A Common Stock	9/15/2006		S		200	D	\$17.06	113981	D	
Class A Common Stock	9/15/2006		S		3000	D	\$17.05	110981	D	
Class A Common Stock	9/15/2006		S		700	D	\$17.04	110281	D	
Class A Common Stock	9/15/2006		S		100	D	\$17.03	110181	D	
Class A Common Stock	9/15/2006		S		1366	D	\$17.02	108815	D	
Class A Common Stock	9/15/2006		S		725	D	\$17.01	108090	D	
Class A Common Stock	9/15/2006		S		9400	D	\$17.00	98690	D	
Class A Common Stock	9/15/2006		S		600	D	\$16.97	98090	D	
Class A Common Stock	9/15/2006		S		2100	D	\$16.96	95990	D	
Class A Common Stock	9/15/2006		S		1100	D	\$16.95	94890	D	
Class A Common Stock	9/15/2006		S		300	D	\$16.92	94590	D	
Class A Common Stock	9/15/2006		S		4800	D	\$16.91	89790	D	

