

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

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

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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	e and Tick	er or	Tradin	g Symb	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
DUNN KEVIN	W	ORLD W	VRESTI	JN	G		(Check an applicable)				
DUNIN KEVIN						VWE	Director 10% Owner				
(Last) (First) (Middle)		3. Date of Earliest Transaction (MM/DD/YYYY)						X _ Officer (give title below) EVP, Television Production	Other (speci	fy below)	
C/O WORLD WRESTLING			9/1	5/20	006		Lv1, relevision roduction				
ENTERTAINMENT, INC., 1241	EAST		,, <u>-</u>	C,							
MAIN STREET											
(Street)	4.	f Amendment, Date Original Filed (MM/DD/YYYY)						6. Individual or Joint/Group Filing (Check Applicable Line)			
STAMFORD, CT 06902							X Form filed by One Reporting Person				
(City) (State) (Zip)							Form filed by More than One Reporting Person				
Tabl	e I - Non-De	rivative Sec	urities Ac	auir	ed. Dis	posed o	f, or Be	neficially Owned			
1.Title of Security	2. Trans. Date	2A. Deemed			4. Securities Acquired (A) or Disposed of (D) Fo			5. Amount of Securities Beneficially Owned	6.	7. Nature	
(Instr. 3)		Execution Date, if any						Following Reported Transaction(s) (Instr. 3 and 4)	Ownership of Indirect Beneficial		
						<i>(</i>)			or Indirect	Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price		(I) (Instr. 4)		
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 9/15/20			M		4166	A	\$12.90	114581	D		
Class A Common Stock 9/15/20			s		300	D	\$17.08	114281	D		
Class A Common Stock 9/15/2			s		100	D	\$17.07	114181	D		
Class A Common Stock 9/15			s		200	D	\$17.06	113981	D		
Class A Common Stock 9/1			s		3000	D	\$17.05	110981	D		
Class A Common Stock 9/15			s		700	D	\$17.04	110281	D		
Class A Common Stock 9/1			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 9/15/2			s		9400	D	\$17.00	98690	D		
Class A Common Stock 9/15/20			s		600	D	\$16.97	98090	D		
Class A Common Stock 9/15/200			s		2100	D	\$16.96	95990	D		
Class A Common Stock 9/15/200			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		

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)															
1. Title of Derivate Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		1		Securities Underlying Derivative Security		Derivative Security (Instr. 5)	derivative Securities Beneficially Owned	Ownership Form of Derivative	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Reported Transaction(s) (Instr. 4)	or Indirect (I) (Instr. 4)	
Employee Stock Option Rights to Buy	\$12.94	9/15/2006		M			10000	<u>(1)</u>	12/1/2010	Class A Common Stock	10000	<u>(2)</u>	0	D	
Employee Stock Option Rights to Buy	\$9.60	9/15/2006		M			3125	<u>(3)</u>	6/13/2008	Class A Common Stock	3125	<u>(2)</u>	5625	D	
Employee Stock Option Rights to Buy	\$12.90	9/15/2006		M			4166	<u>(4)</u>	7/20/2009	Class A Common Stock	4166	<u>(2)</u>	23959	D	

Explanation of Responses:

- (1) Current
- (2) N/A
- (3) 3,125 currently exercisable. Remaining vest in equal monthly installments of 625 options.
- (4) 4,166 currently exercisable. Remaining vest in equal installments of 1,041 options.

Reporting Owners

Reporting Owner Name / Address	Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other		
DUNN KEVIN						
C/O WORLD WRESTLING ENTERTAINMENT, INC.			EVP, Television Production			
1241 EAST MAIN STREET			EVF, Television Froduction			
STAMFORD, CT 06902						

Signatures

Kevin Dunn	9/18/2006
** Signature of Reporting Person	Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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