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**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): February 9, 2007**

**World Wrestling Entertainment, Inc.**

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction  
of incorporation)

000-27639

(Commission  
File Number)

04-2693383

(IRS Employer  
Identification No.)

1241 East Main Street, Stamford, CT

(Address of principal executive offices)

06902

(Zip code)

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

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On February 9, 2007, World Wrestling Entertainment, Inc. (the "Company") announced that Michael Sileck, Chief Financial Officer of the Company, has assumed the new title of Chief Operating Officer. In recognition of his added responsibilities, Mr. Sileck's annual base salary will be increased to \$625,000, and Mr. Sileck will receive a grant of 50,000 restricted stock units. Frank Serpe, Senior Vice President, Finance and Chief Accounting Officer of the Company, will serve as the Company's acting Chief Financial Officer. In this capacity, Mr. Serpe will receive an annual base salary of \$325,000. Mr. Serpe also will receive a grant of 15,000 restricted stock units. A copy of the press release issued by the Company on February 9, 2007 is filed as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

99.1 Press Release dated February 9, 2007

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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/ Edward L. Kaufman

Edward L. Kaufman  
Executive Vice President, General Counsel and  
Secretary

Dated: February 9, 2007





**FOR IMMEDIATE RELEASE**

**WWE<sup>®</sup> Names Michael Sileck Chief Operating Officer**

**STAMFORD, Conn., February 9, 2007** - World Wrestling Entertainment Inc. today named Chief Financial Officer Michael Sileck as its new Chief Operating Officer. As COO, Sileck will be responsible for managing all of WWE's global business operations. He will report to Vince McMahon, WWE Chairman.

Frank Serpe, Senior Vice President, Finance and Chief Accounting Officer, will serve as acting CFO.

"Mike is a proven asset to WWE," said Linda McMahon, CEO. "He has the financial savvy and operational experience to execute WWE's strategic vision and further our penetration of global markets."

Mrs. McMahon said that Sileck's appointment will allow her to focus on the strategic growth of the company by building stronger business and government associations on a global basis and by identifying and developing new business opportunities.

Sileck joined WWE in May 2005 as its Chief Financial Officer. He is a member of the company's Board of Directors.

Additional information on **World Wrestling Entertainment Inc.** (NYSE: WWE), can be found at [www.wwe.com](http://www.wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Media Contact: Gary Davis, 203-353-5066  
Investor Contact: Michael Weitz, 203-352-8642

Trademarks: All World Wrestling Entertainment Inc. programming, talent names, images, likenesses, slogans, wrestling moves, and logos are the exclusive property of World Wrestling Entertainment Inc. All other trademarks, logos and copyrights are the property of their respective owners.

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.