
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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 2, 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 [©] under the Exchange Act (17 CFR 240.13e-4 [©])
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Item 5.02. Departure of directors or Principal Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

(e) On March 2, 2007, World Wrestling Entertainment, Inc. (the "Company") entered into a three-year employment agreement with Frank G. Serpe in connection with his promotion to Chief Financial Officer. Under the terms of this Agreement, Mr. Serpe will serve for one year as the Company's Chief Financial Officer (or until such earlier date as his successor is appointed) and thereafter as a Senior Advisor to the Company. He is entitled to an initial annual salary of \$325,000 and is entitled to participate in the Company's Management Bonus Plan at the Executive Vice President level in 2007. He has been granted 15,000 restricted stock units under the Company's Long-Term Incentive Plan, which units will vest in three equal annual installments commencing January 23, 2008. In the event Mr. Serpe's employment is terminated by the Company without cause, he shall be entitled to his base salary through the end of the term of the agreement and the immediate vesting of the unvested portion of any options and restricted stock units then outstanding.

A copy of the employment agreement will be filed as Exhibit 10.18 to the Company's Transition Report on Form 10-K for the transition period from May 1, 2006 to December 31, 2006. Attached hereto as Exhibit 99.1 is a copy of the press release issued by the Company on March 2, 2007 to announce Mr. Serpe's promotion.

Item 9.01. Financial Statements and Exhibits

(a) Not applicable.

(b) Not applicable.

(d) Exhibits

99.1 Press Release dated March 2, 2007

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 and General Counsel

Dated: March 2, 2007



FOR IMMEDIATE RELEASE

WWE® Names Frank Serpe Chief Financial Officer

STAMFORD, Conn., March 2, 2007 - World Wrestling Entertainment, Inc. today named Frank Serpe to replace Michael Sileck as its new Chief Financial Officer.

Serpe, a 20-year employee, was the company's acting CFO upon Sileck's promotion to WWE's Chief Operating Officer. Serpe has also been the company's Senior Vice President, Finance and Chief Accounting Officer.

"Frank knows WWE inside and out, having had responsibility for virtually all financial and accounting activities during the course of his career at WWE," said Michael Sileck. "Frank is definitely the right man to fill the role of WWE CFO."

To view biographical information on Frank Serpe, please visit http://corporate.wwe.com/company/bios/fg_serpe.jsp.

Additional information on **World Wrestling Entertainment, Inc.** (NYSE: WWE), can be found at wwe.com and 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: 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.