
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): June 19, 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 2.06 Material Impairments.

On June 19, 2007, management of World Wrestling Entertainment, Inc. (the “Company”) concluded and reported to the Board of Directors that it had determined, based on our analysis of the revised performance estimate of its third film, “The Condemned,” that an impairment charge in the amount of \$15.7 million should be taken against the capitalized costs of this film. The Company does not believe this impairment charge will result in any future cash expenditures. A copy of a press release made today by the Company relating to this impairment is attached hereto as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits

(a) Exhibits

99.1 Press Release, dated June 19, 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/ Frank G. Serpe
Frank G. Serpe
Chief Financial Officer

Dated: June 19, 2007



FOR IMMEDIATE RELEASE

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World Wrestling Entertainment, Inc. updates expectations for its third feature film, “ *The Condemned* ”

STAMFORD, Conn., June 19, 2007 - Following successful releases of “ *See No Evil* ” and “ *The Marine* ,” WWE Films, a subsidiary of World Wrestling Entertainment, Inc. (NYSE:WWE ®), announced today that it has re-evaluated expectations for its feature film, “ *The Condemned* ” and has recorded a related impairment charge of \$15.7 million.

The charge, which will be included in the second quarter 2007 results, reflects the Company’s revised long-term financial projections for the film, based on the \$7.4 million in domestic box office receipts to-date.

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/>.

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. ECW is a trademark of WWE Libraries, 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.