
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): September 28, 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))
-
-

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On October 1, 2007, World Wrestling Entertainment hired Michael Lake as President of its WWE Films division. In this capacity, Mr. Lake will be replacing Joel Simon, the previous President, WWE Films, who left his position with the Company on September 28, 2007 to pursue opportunities as an independent film producer.

Mr. Lake, a thirty-six year veteran of the movie and television industries, has overseen production for such hits as “The Matrix Trilogy,” “Miss Congeniality,” “Ocean’s Eleven” and “Ocean’s Twelve.” Recently, Mr. Lake served as Executive Producer for WWE Film’s “The Condemned,” starring Stone Cold Steve Austin.

Item 9.01. Financial Statements and Exhibits

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits

99.1 Press Release dated October 4, 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/ Michael Sileck
Michael Sileck
Chief Operating Officer

Dated: October 4, 2007



FOR IMMEDIATE RELEASE

Michael Lake Enters The Ring As President, WWE Films

STAMFORD, Conn., October 4, 2007 — World Wrestling Entertainment® has hired Michael Lake as President of its WWE Films division. A 36-year veteran of the movie and television industries, Lake recently served as Executive Producer for WWE Film's *The Condemned*, starring Stone Cold Steve Austin™.

As President of WWE Films replacing Joel Simon, Lake will report directly to WWE® Chairman, Vince McMahon. He will be tasked with developing theatrical and direct-to-video opportunities for WWE Films that provide unmatched on-screen action as vehicles for WWE Superstars. In addition to feature films, Lake will also work to develop new television projects that will benefit from an affiliation with WWE or its Superstars.

Michael Lake has been producing films and television shows for 20 years. Throughout his career, Lake has overseen production for such hits as *The Matrix Trilogy*, *Miss Congeniality*, and *Ocean's Eleven* and *Ocean's Twelve*. Lake currently sits on the Advisory Board of the Association of Film Commissioners International.

WWE established its WWE Films division to explore options in filmed entertainment in order to promote its Superstars and capitalize on its intellectual property and worldwide fan base. WWE Films' third release, *The Condemned*, starring Stone Cold Steve Austin, was recently released on DVD and Blu-ray and was the No. 2 DVD rental in the U.S. in its first week of release.

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: All WWE 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.