
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 14, 2008

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(c))
-
-

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

On March 17, 2008, World Wrestling Entertainment, Inc. (the "Company") announced that George A. Barrios, 42, will become the Company's Chief Financial Officer. Mr. Barrios first day with the Company will be March 24, 2008.

Frank G. Serpe, the Company's former Chief Financial Officer, has retired as CFO after more than 21 years of service to the Company. Mr. Serpe will remain with the Company as a Senior Advisor.

Mr. Barrios was Vice President and Treasurer of The New York Times Company since January 2007. Mr. Barrios joined The New York Times Company in 2002 as Chief Financial Officer of a subsidiary which published, among other things, The Boston Globe. Prior to that, he was President and Chief Operating Officer of Netsilicon, Inc., a publicly-held software development company, where he helped to stabilize the business prior to its merger. From 1994 to 2000, Mr. Barrios served in several senior capacities for Praxair, Inc., a large industrial gasses supplier.

Under the terms of his employment, Mr. Barrios will received an initial annual salary of \$500,000, and will be granted 25,000 restricted stock units which will vest in three equal annual tranches. He will be eligible to participate in the Company's incentive bonus program with a 2008 target bonus of 50% of base salary.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

10.21. Offer letter between the Company and George A. Barrios.

99.1 Press Release dated March 17, 2008.

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: March 19, 2008

January 22, 2008

George Barrios

Dear George:

On behalf of World Wrestling Entertainment, Inc., I am pleased to extend the following offer of employment to you.

Title: You will commence employment in the role of Executive Vice President, Finance, and will assume the role of Chief Financial Officer at a time that is mutually agreed by the parties, but no later than April 15, 2008, coinciding with the retirement of Frank Serpe. Your primary responsibilities shall be to manage the financial affairs of the Company and to perform such other duties commensurate with your position as are reasonably designated by the Chief Operating Officer of the Company, to whom you will report. You agree to serve the Company faithfully and to the best of your ability.

Location: Corporate Headquarters
1241 E. Main Street
Stamford, CT 06902

Start Date: Expected to occur on or before March 24, 2008.

Base Compensation: Your annual base salary will be \$500,000, paid bi-weekly, less applicable taxes and other deductions required by law. You will first be eligible for a salary increase based upon your 2008 performance evaluation in calendar year 2009.

Incentive Bonus: You will be eligible to participate in the WWE Management Incentive Program. This program is based upon your performance evaluation and achievement of fiscal year company/business unit financial goals. For the year 2008, the target bonus for your level of position is 50%. Bonus payments are made after the close of the fiscal year.

Restricted Shares: Conditional upon Board approval, you will be granted 25,000 restricted shares of Class A Common Stock of WWE, within 90 days of your Start Date. Your restricted shares will vest in equal installments over three years, pursuant to the Company's Omnibus Plan.

A copy of the Omnibus Plan will be provided to you. You will continue to be eligible to participate in the Company's annual Omnibus Plan during the course of your employment.

Benefits: You will be eligible for full company benefits on the first day of the month following your date of hire. Company benefits include: Medical, Dental, Life, LTD and 401(k) plan. Detailed information regarding the benefits is included in the enclosed offer packet.

Severance: If at any time your employment is terminated by World Wrestling Entertainment, Inc. for any or no reason but without "cause", you will receive; 1) your then current base salary for a period of one year and 2) conditional upon Board approval, any unvested portion of the 25,000 restricted stock units issued to you as set forth above. If you are terminated by WWE, Inc. for "cause", WWE will have no further financial obligation to you as of the date of the termination. For purposes of the forgoing, "cause" is defined as (i) engages in fraud, deceit, misappropriation, embezzlement or theft against WWE or any of its affiliates, or (ii) is indicted, convicted, pleads or enters a plea of nolo contendere to a felony, or (iii) violates any statute, ordinance or other provision of law, or (iv) violates any provision of your Confidentiality/Non Solicitation Agreement. You shall not be entitled to any severance if you resign or voluntarily terminate your employment with the Company.

Vacation: 4 weeks vacation and 3 personal days. See vacation policy packet for more details.

This offer is contingent upon clear reference and background checks and satisfaction of the Immigration Control and Reform Act requirements.

On behalf of World Wrestling Entertainment, Inc., we are very pleased that you have accepted this offer. Please return a signed copy of this letter to my attention by Friday, February 1, 2008. The fax number is (203) 328-2510.

If you have any questions, please contact me at (203) 352-8681.

Sincerely,

/s/ Danielle Fisher

Danielle Fisher
Vice President, Human Resources

/s/ George Barrios

George Barrios

February 5, 2008

Date

Enclosure

**FOR IMMEDIATE RELEASE****Superstar George Barrios Leaves NY Times For WWE® Ring**

STAMFORD, Conn., March 17, 2008 — World Wrestling Entertainment Inc. announced today that George Barrios has been named its new Chief Financial Officer, effective March 24, 2008.

Barrios joins WWE as the company has been making headlines with record annual revenues and a recently announced 50% boost in dividends paid to public shareholders. “We welcome George Barrios as our new CFO,” said Linda McMahon, CEO. “At a time when we are focused on growth initiatives around the world, we are confident that George’s experience will be a tremendous asset for WWE’s future.”

Barrios was formerly Vice President and Treasurer of The New York Times Company. He replaces Frank Serpe, who is retiring as CFO after 21 years with WWE. “WWE thanks Frank Serpe for his commitment and dedication to the company through the years, and we wish him well,” said Mrs. McMahon.

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/>

-30-

Media Contact: Gary Davis, 203-353-5066

Investor Contact: Michael Weitz, 203-352-8642

Trademarks: The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc. All other trademarks 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, 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.