

# 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 16, 2009

# 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.

(b), (c) and (e) On September 16, 2009, World Wrestling Entertainment, Inc. (the "Company") announced that, effective on that date, Linda E. McMahon has resigned her position as Chief Executive Officer of the Company after announcing her candidacy for the United States Senate, representing the State of Connecticut.

Vincent K. McMahon will assume the duties of Chief Executive Officer in addition to his current position as Chairman, and additional information about Mr. McMahon is included in the Company's Proxy Statement, dated March 18, 2009.

As a result of her resignation, Mrs. McMahon's compensation arrangements, including her employment and booking agreements with the Company, will terminate. Mr. and Mrs. McMahon will remain on the Company's Board of Directors.

Item 9.01 Financial Statements and Exhibits.

99.1 Press Release dated September 16, 2009.

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/ Donna N. Goldsmith

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Donna N. Goldsmith

Chief Operating Officer

Dated: September 16, 2009

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FOR IMMEDIATE RELEASE

## WWE®'S LINDA McMAHON RESIGNS TO RUN FOR U.S. SENATE

**STAMFORD, CT , September 16, 2009** –World Wrestling Entertainment, Inc. today announced that Linda McMahon has stepped down as Chief Executive Officer after announcing her candidacy for the United States Senate, representing the state of Connecticut. Vince McMahon assumes the duties of Chief Executive Officer in addition to his current position as WWE® Chairman. McMahon will be supported by the seasoned executive management team already in place and led by Chief Operating Officer and board member, Donna Goldsmith.

### **About WWE**

World Wrestling Entertainment, Inc., a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly, PG content across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Tokyo, Toronto and Sydney. Additional information on World Wrestling Entertainment, Inc. can be found at [corporate.wwe.com](http://corporate.wwe.com).

Media Contacts: Rob Zimmerman, 203-359-5131

Investor Contact: Michael Weitz, 203-352-8642

**Trademarks** : All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, copyrights and logos are the exclusive property of World Wrestling Entertainment, Inc. and its subsidiaries. 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.

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