

# WORLD WRESTLING ENTERTAINMENT INC

## FORM 8-K (Unscheduled Material Events)

Filed 11/23/1999 For Period Ending 11/22/1999

Address	1241 E MAIN ST STAMFORD, Connecticut 06902
Telephone	203-352-8600
CIK	0001091907
Industry	Recreational Activities
Sector	Services
Fiscal Year	04/30

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**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) November 19, 1999**

0-27639  
(Commission File Number)

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**WORLD WRESTLING FEDERATION  
ENTERTAINMENT, INC.**

(Exact name of registrant as specified in its charter)

Delaware  
(State of Incorporation) 04-2693383  
(IRS Employer Identification Number)

1241 East Main Street, Stamford, CT 06902  
(Address of registrant's principal executive office)

203-352-8600  
(Registrant's telephone number)

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**ITEM 5. Other Events**

The Board of Directors (the "Board") of World Wrestling Federation Entertainment, Inc. (the "Company") has elected three independent directors:

Lowell P. Weicker, Jr., David Kenin and Joseph Perkins. The other members of the Board continue to be Vincent K. McMahon, Linda McMahon and August Liguori. The Company issued a press release with respect to this event, which is filed as an exhibit to this Form 8-K.

**ITEM 7. Financial Statements, Pro Forma Financial Information and Exhibits**

(c) Exhibits.

Exhibit Number -----	Title -----
99.1	Press Release dated November 22, 1999.

**SIGNATURES**

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, thereunto duly authorized.

**WORLD WRESTLING FEDERATION ENTERTAINMENT, INC.**

By: /s/ August J. Liguori

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August J. Liguori  
Executive Vice President and  
Chief Financial Officer

Date: November 22, 1999

Exhibit Index

Exhibit Number -----	Title -----
99.1	Press Release dated November 22, 1999.

**Exhibit 99.1**

**WORLD WRESTLING FEDERATION ENTERTAINMENT, INC. ANNOUNCES THREE NEW DIRECTORS**

STAMFORD, CT, November 22, 1999 - World Wrestling Federation Entertainment, Inc. (NMS: WWFE) named Lowell Weicker Jr., David Kenin and Joe Perkins as outside members of WWFE's Board of Directors, expanding the Board from three to six.

o Governor Weicker, the popular and well-known political figure from Connecticut, has more than 32 years experience in state, local, and federal government. He was a State Representative from 1962-1968, Mayor of Greenwich from 1963-1967, Congressman from 1969-1971, U.S. Senator from 1971-1989, and Governor from 1991-1995. In Congress, he is known for building support for the National Institutes of Health to maintain federal funding. Currently, he also serves on the Boards of Directors for Compuware Corporation (NMS: CPWR), Fonda Group, HPSC, Inc. (NMS: HPSC), Phoenix Mutual Funds, and UST Inc. (NYSE: UST).

o Mr. Kenin is the former President of CBS Sports (NYSE: CBS) and the former Executive Vice President of USA Networks (NMS: USAI). At CBS, he successfully negotiated acquisition and extension of NCAA Football Championship, U.S. Open Tennis, NCAA Basketball Championship, Daytona 500 and other NASCAR events. At USA Network, he created the program strategy that build USA into basic cable's highest rated network while directing all the program activities of the Sci-Fi channel. Currently, Mr. Kenin is a cable, programming and new business development consultant.

o Mr. Perkins is known as a pioneer in the television syndication of wrestling matches. Starting more than 40 years ago, he has helped the WWFE's founding McMahon family build its wrestling business through television syndication. As President of Communications Consultants, Inc. of Boston, an advertising and communications business, he is currently involved in the syndication of WWFE's Metal and Jakked syndicated TV series on 120 stations nationwide.

"All three of these gentlemen are excellent additions to our Board. Their collective insight into sports entertainment; broadcast, cable, and syndicated television, and government and business provides a depth of experience that will be invaluable to our plans for expanding the Company", said Linda McMahon, President/CEO. Prior to this announcement, the Board consisted of Vincent K. McMahon, Chairman of WWFE, Linda McMahon, President/CEO of WWFE, and August Liguori, Chief Financial Officer of WWFE.

**About World Wrestling Federation Entertainment**

World Wrestling Federation Entertainment, Inc. (NMS: WWFE) is an integrated media and entertainment company, principally engaged in the development, production and marketing of television programming, pay-per-view programming and live events, and the licensing and sale of branded consumer products. The company also distributes news and information about its programming and products through its main Internet site, WWW.WWF.COM.

MediaContact: Jim Byrne, Senior Vice President of Marketing, World Wrestling Federation Entertainment, Inc., at 203-352-8600. Investor Contact: Gary Fishman, 212-889-1727 x 110 or Karen Sager 212-889-1727 x131.

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**End of Filing**

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