



World Wrestling Entertainment®



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TELEVISION | ON DEMAND | PAY-PER-VIEW | LIVE EVENTS | FILMS | MOBILE | HOME VIDEO | PUBLISHING | MUSIC | LICENSED PRODUCTS | ONLINE

Forward-Looking Statements

Presentation 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.

Presentation also includes information regarding the historical financial performance of World Wrestling Entertainment, including performance as reflected in non-GAAP financial measures, such as Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA). Please note that a schedule setting out the reconciliation of this measure to net income, a comparable GAAP financial measure, is included in the Company's website at www.corporate.wwe.com/investors and is also included in the Company's earnings release for the quarter and year ended December 31, 2007, which can also be accessed at the Company's website.



Introduction: World Wrestling Entertainment

- **Strong business model:**
 - content creation, marketing and distribution*
 - Create original content for passionate global fan base
 - Innovative marketing enterprise
 - Distribution machine determined to drive growth
- **Attractive long-term growth**
 - By applying core business model, WWE drives growth through traditional and emerging channels
- **Financial return includes 8% dividend yield**



Interact with Fans: Three Powerful TV Brands



- Provocative, edgy
- #1 regularly scheduled program on ad supported cable (U.S.)



- Athletic, irreverent
- #1 Friday night program among men 18-34 (U.S.)
- Entry point for younger viewers



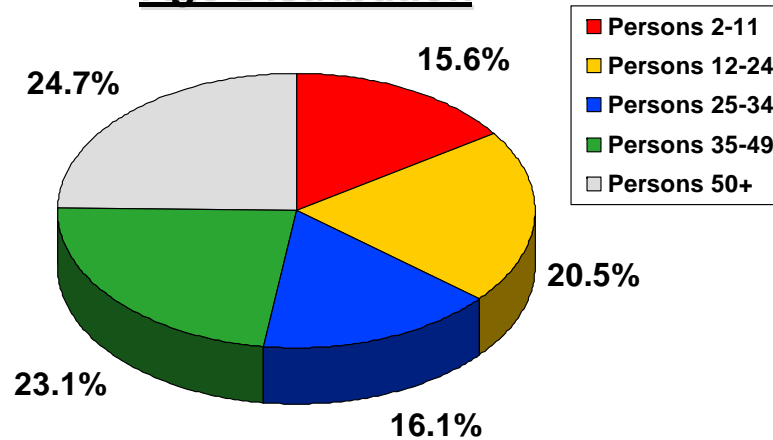
- Extreme!
- #1 regularly scheduled program on Sci Fi (U.S.)



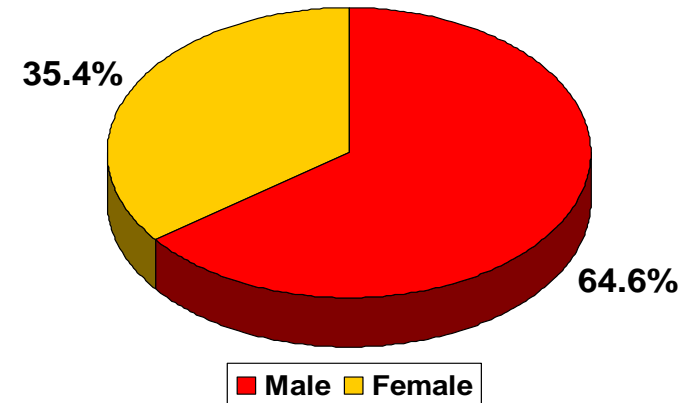
Broad Audience

WWE cultivates a global fan base with valuable demographic characteristics

Age Distribution



Gender Distribution



Media Usage (% increase vs. US Avg)

Magazine: # issues read (month)	+23%
Radio: # ½ hours listened (week)	+29%
TV-Total: # ½ hours viewed (week)	+34%
Cable TV: # hours viewed (week)	+49%
Used internet on mobile device (past 30 days)	+ 9%

Family Tradition

79% of current fans were introduced to WWE before the age of 12.

Most were introduced by an older family member.

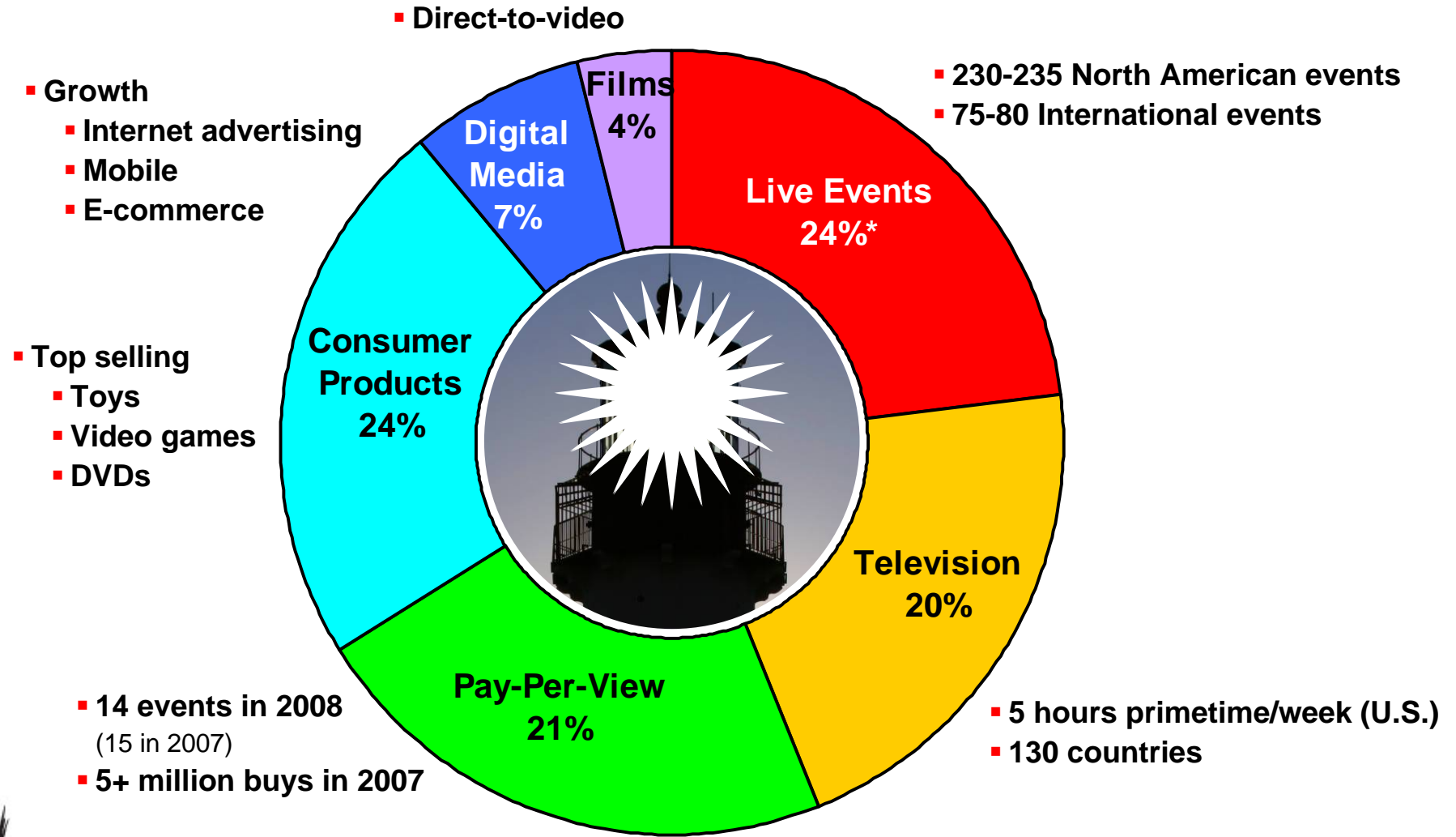


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Sources: Nielsen Media Research 1Q08; WWE Audience Segmentation Study

Powerful Business Model

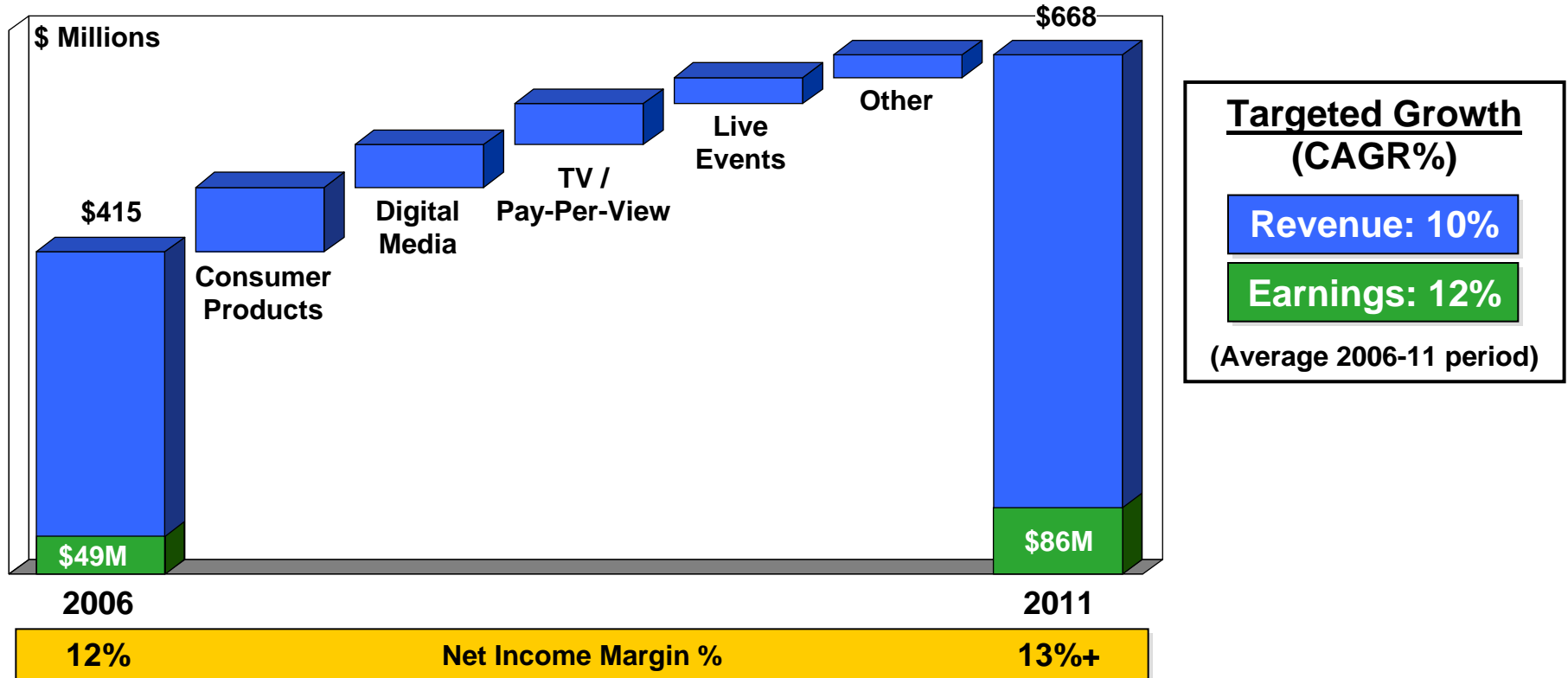
WWE is a beacon to consumers on virtually every media platform



* Percent of 2007 revenue

Targeted Future Growth

We believe we can drive revenue and earnings growth by continuing to apply our core business model...



Growth Drivers:

- Consumer Products, led by Licensing accounts for over 30% of the projected revenue growth
- Digital Media, led by online advertising, accounts for more than 20% of the revenue growth
- International operations account for 30% of the projected revenue and profit growth

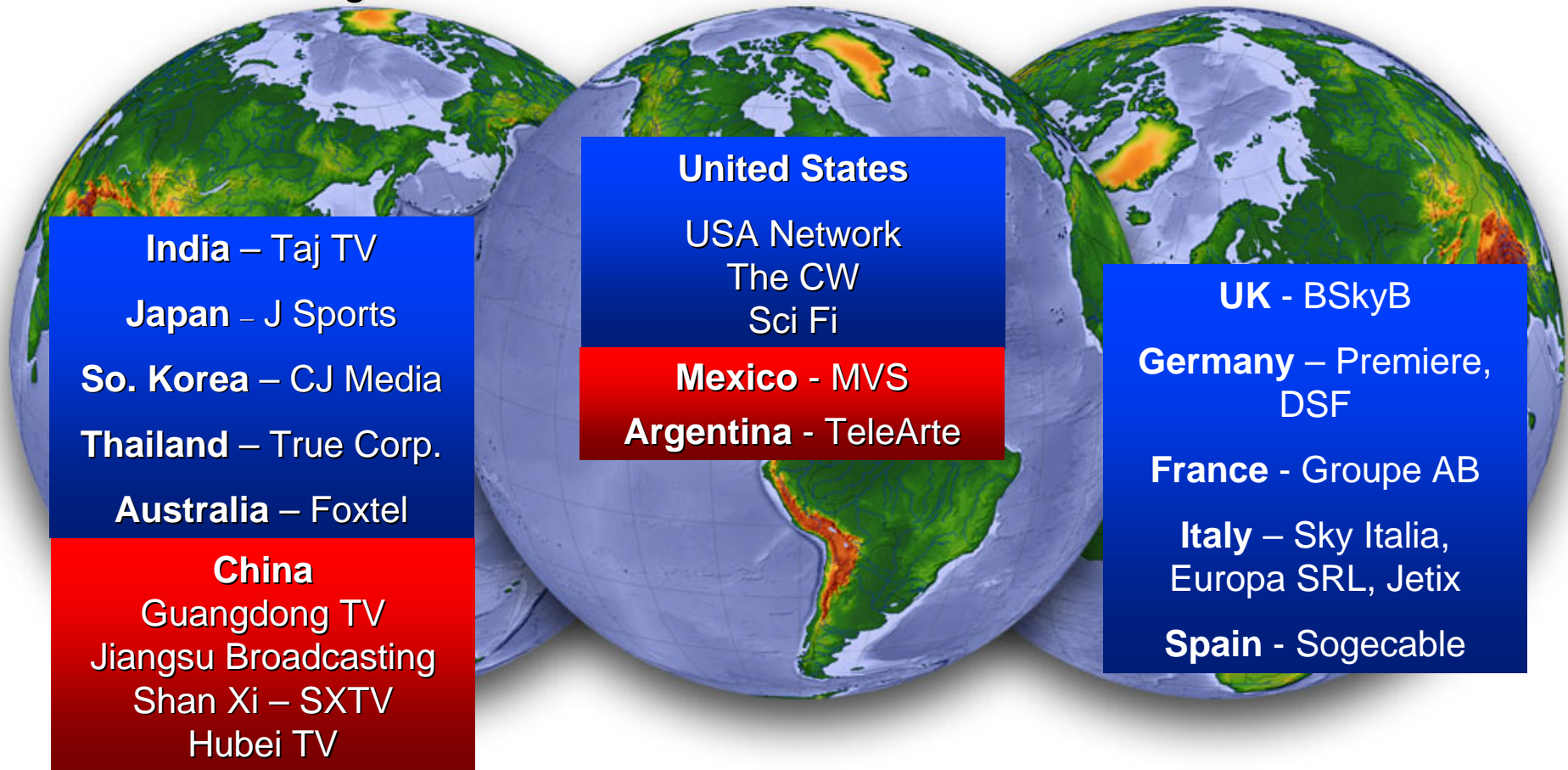


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WWE: Positioned for International Growth

- Revenue from outside the US has grown at an average of 20% per year (2002 – 2007)
- In 2007, we positioned WWE for continued growth by establishing a new international organization ...



Strategy for International Expansion



Asia

Latin America

Europe

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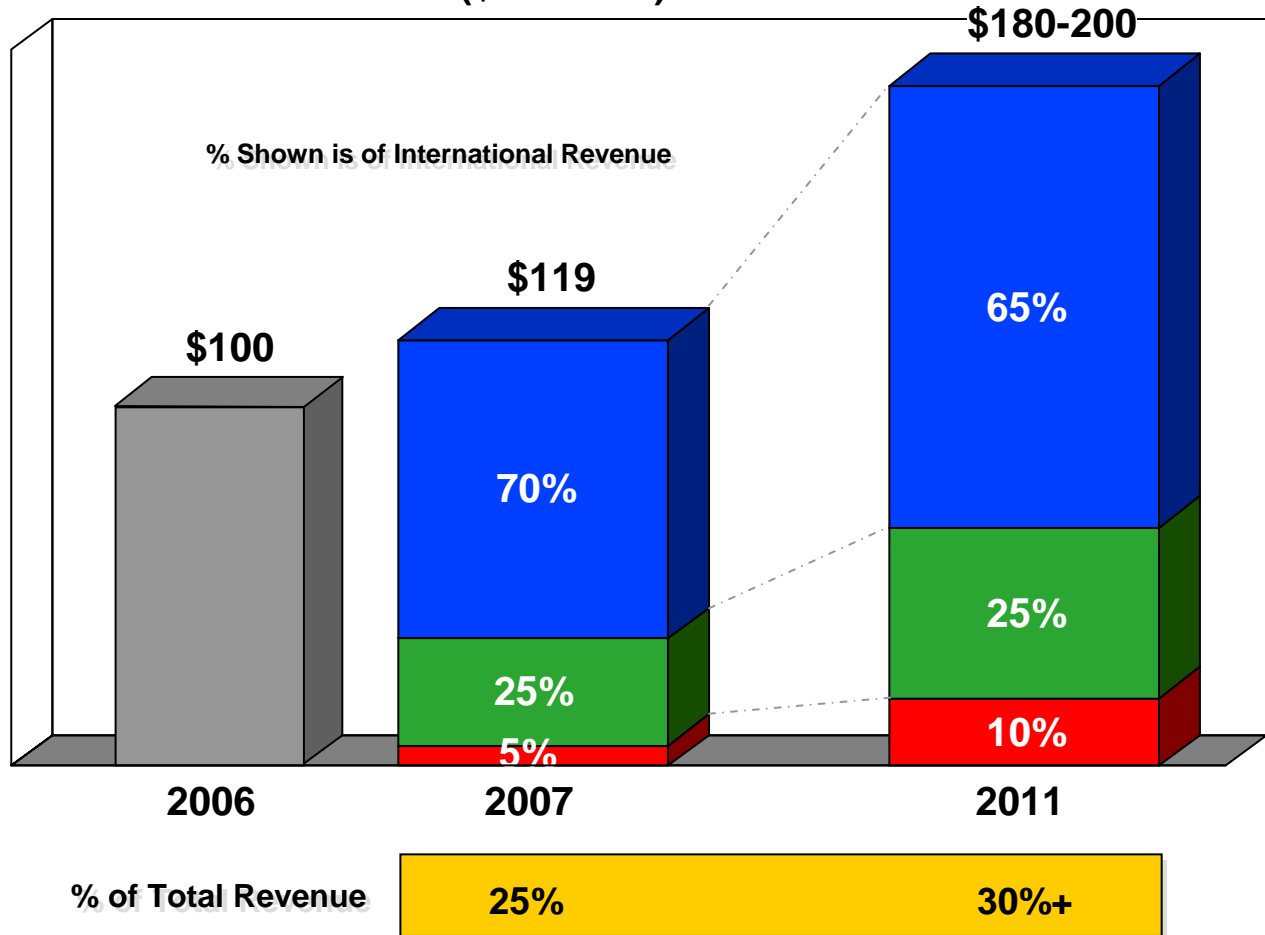
Road Map for International Growth

Targeting to nearly double WWE's international revenue by extending our existing business model in traditional and emerging markets.

Top Markets by Region

■	EMEA
	United Kingdom
	Spain
	Germany
	Italy
	France
	South Africa
	Portugal
■	Asia/Pacific
	Australia/New Zealand
	Japan
	India
	South Korea
■	Emerging Mkts
	Latin America
	China

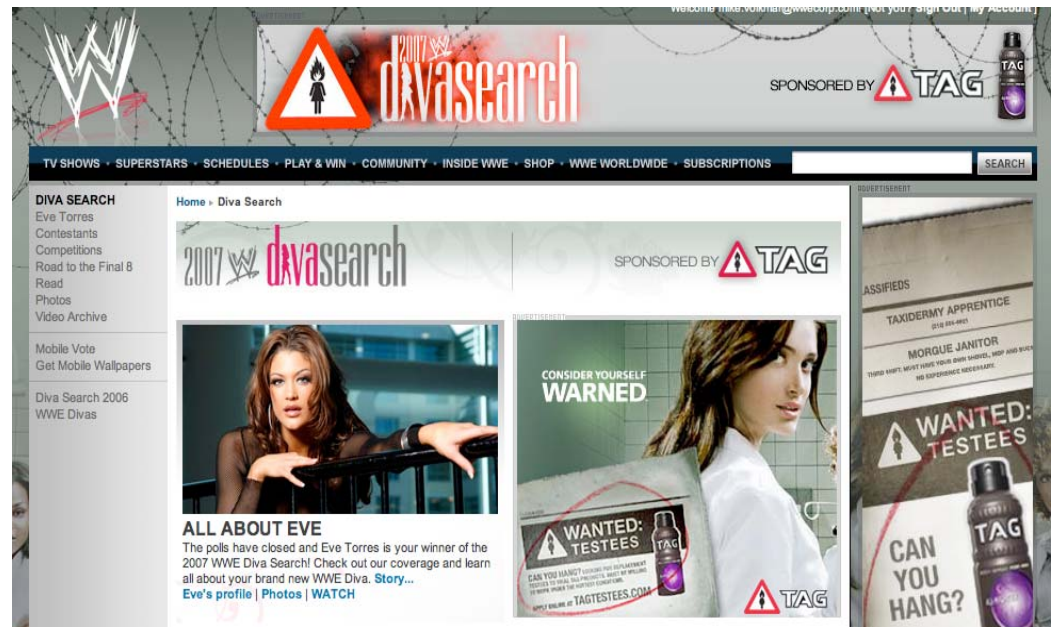
International Revenue (\$ Millions)



Digital Media – Growth Opportunity

WWE.com: Online Advertising

- **Proven we can drive viewers from television to the Web**
 - Unique Web content builds on our TV storylines
- **Effectively increased traffic 13% over past year ***
 - 15-20 million unique visitors/month
 - 25-50 million video downloads/month
- **Broadening and evolving our content**
 - Beta launched community site “WWE Fan Nation”
- **Attracting new advertisers**
 - Customized, cross-platform deals
 - Example:
Proctor & Gamble’s TAG Diva Search



* Source: Omniture; 12 month average 2007 vs. 2006



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Digital Media Growth Opportunity



WWE Mobile: Positioned to take advantage of industry growth

- **Industry data:** Wireless video services are expected to generate \$6 billion in revenue by 2010 (CAGR%= 82%)*.
- **WWE Mobile provides original video content, ringtones, wallpapers, text message alerts and mobile voting.**
- **Control of WWE's intellectual property is a competitive advantage in completing mobile transactions, such as:**
 - **U.S. – AT&T Mobile (60 million cellular subscribers)**
 - **Europe –BSkyB, Orange, DSF, H3G**
 - **S.E. Asia – SMJ, Phoneytunes, IB Sports**



* Source: Forbes, November 12, 2007.

Consumer Products

Leverage WWE brand and content to generate additional revenues

- 2007 Revenue growth of 24% (25% in 2006)



- Video games, books, Action figures
- 100+ licensees worldwide
- New deal with Mattel, commences Jan 2010



- Distributed by Genius Products
- 28+ new titles per year
- 4.0 mm DVD units in 2007
- Strong distribution partners include: Wal-Mart, Best Buy and Trans World



- WWE Magazine launched July 2006 (combines Raw and SmackDown publications)
- Circulation of 300,000 per issue



Investment Highlights

- Popular, unique and global entertainment brand
- Attractive business and financial model
 - Operating leverage (2007 Adj. EBITDA margin ~19%*)
 - Quarterly dividend increased 50% to \$0.36 per share for public Class A shareholders
 - Current yield of approximately 8%
 - Cash and investments of \$256 million (~\$3.50/ share)
 - with virtually no debt
- Growth opportunities:
 - International expansion
 - Internet and digital media opportunities

(* 2007 Adjusted EBITDA margin excludes \$15.7 million film impairment.)



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