

FOR IMMEDIATE RELEASE

MyNetworkTV CROWNS WWE ITS NEW PROGRAMMING CHAMP

February 26, 2008

Network Is the Exclusive Prime-Time Broadcast Home of "WWE® SmackDown®" Beginning Fall 2008

NEW YORK – MyNetworkTV and World Wrestling Entertainment® (WWE) have announced a new broadcast television home for "WWE SmackDown," scheduled to debut in Fall 2008. The announcement was jointly made by MyNetworkTV President, Greg Meidel and WWE Chairman of the Board Vincent K. McMahon.

In making the announcement, Meidel stated, "The momentum at MyNetworkTV continues with this major acquisition. We have demonstrated tremendous growth and this partnership with WWE, the premier sports entertainment franchise in the world is a perfect fit for our viewers, advertisers and affiliates."

The two-hour television program will be presented weekly on MyNetworkTV. "WWE SmackDown" will feature a star-studded cast of WWE Superstars, including Edge®, Rey Mysterio®, Batista®, MVP™, Kane® and Undertaker®, as well as present all the action, excitement, drama and great athleticism that have made it for nine years one of the most popular programs among males on broadcast television, and one of the top ten English language prime time programs among Hispanic households.

WWE Chairman Vince McMahon added, "We are excited to add MyNetworkTV and its television affiliates to our family of global network partners. We have an unmatched record of delivering ratings success to each and every network partner we've worked with in our long and storied history. We fully intend to bring that same level of success to MyNetworkTV."

About MyNetworkTV: MyNetworkTV is a primetime general entertainment broadcast television network. Reaching over 97% of the country and targeted to Adults 18-49, MyNetworkTV provides its affiliates 12 hours of diverse programming Monday through Saturday, including "Celebrity Exposé," Langley Productions' "Jail" and "Street Patrol" and debuting in Spring 2008, "Under One Roof" starring Flavor Flav. For more information, please visit www.mynetworktv.com.

About World Wrestling Entertainment: The WWE produces original weekly programming, 52 weeks per year, distributed domestically, internationally and via WWE.com. WWE programs reach more than 16 million total viewers during the average week. Our domestic cable and broadcast programs include "Monday Night RAW" and "A.M. RAW" on USA Network and "ECW: Extreme Championship Wrestling" on the Sci Fi Channel. WWE's television programming can also be seen in more than 130 countries around the world on broadcast partners including BSkyB in the UK and Foxtel in Australia.

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/>.

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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.