



**FOR IMMEDIATE RELEASE**

## **WWE® and Ten Sports Form TV Tag Team in India**

**STAMFORD, Conn., June 16, 2008** - World Wrestling Entertainment® (WWE) and Ten Sports have announced a new agreement which will see WWE available exclusively on Ten Sports in India through 2014.

The joint announcement gives Ten Sports exclusive broadcast rights to more than 450 hours of first run, WWE branded content in the Indian sub-continent, including India, Pakistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Afghanistan and the Maldives. WWE's most successful programs, including RAW®, SmackDown® and ECW®, as well as special pay-per-view events, will be presented on Ten Sports.

WWE programming consistently rates number one in daily sports content across the Indian sub-continent. Ten Sports CEO, Chris McDonald, said: "WWE has been with Ten Sports since our channel launched back in 2002. We are delighted to extend the relationship through the end of 2014."

Additional information on **World Wrestling Entertainment Inc** (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com).

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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.