

WORLD WRESTLING ENTERTAINMENT INC. 2008 TRENDING SCHEDULES - BASIS OF PRESENTATION

WWE changed its fiscal year to a calendar basis beginning with calendar year 2007.

The presentation of prior period financial results has been adjusted to conform to the new fiscal year basis. Accordingly, historical financial results as shown in the following schedules are presented on this revised basis, with the full year reflecting the twelve month periods ending December 31st of 2006 and 2007.

WWE's operations are organized around four principal activities:

Live and Televised Entertainment

- Revenues consist principally of ticket sales to live events, sales of merchandise at these live events, television rights fees, sales of television advertising and sponsorships, and fees for viewing our pay-per-view and video on demand programming.

Consumer Products

- Revenues consist principally of the direct sales of WWE produced home videos and magazine publishing and royalties or license fees related to various WWE themed products such as video games, toys and books.

Digital Media

- Revenues consist of advertising sales on our websites, sale of merchandise on our website through our WWEShop internet storefront and various broadband and mobile content.

WWE Films

- Revenues consist of our share of receipts from the distribution of filmed entertainment featuring our Superstars. We participate in revenues generated under the distribution of the films through all media after the print and advertising and distribution costs incurred by our distributors have been recouped and the results have been reported to us.

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
STATEMENT OF OPERATIONS
(\$ in millions; Unaudited)

	2006				2007				2008	Full Year (12 Months)		GROWTH %	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2006	2007	2005-6	2006-7
Revenues:													
Live & TV Entertainment	\$ 61.3	\$ 92.6	\$ 65.6	\$ 72.7	\$ 63.0	\$ 102.9	\$ 68.6	\$ 82.3	\$ 99.8	\$ 292.2	\$ 316.8	(5%)	8%
Consumer Products	28.9	20.4	21.7	24.0	37.4	26.4	19.0	35.3	43.4	95.0	118.1	25%	24%
Digital Media	4.9	6.3	5.9	11.0	7.0	8.2	7.7	11.9	8.1	28.1	34.8	41%	24%
WWE Films	-	-	-	-	-	-	12.8	3.2	11.3	-	16.0	-	n/m
Total Revenues	\$ 95.1	\$ 119.3	\$ 93.2	\$ 107.7	\$ 107.4	\$ 137.5	\$ 108.1	\$ 132.7	\$ 162.6	\$ 415.3	\$ 485.7	3%	17%
Profit Contribution													
Live & TV Entertainment	\$ 23.8	\$ 33.0	\$ 23.9	\$ 26.4	\$ 23.7	\$ 33.4	\$ 26.3	\$ 30.7	\$ 29.7	\$ 107.1	\$ 114.1	(14%)	7%
Consumer Products	18.5	10.9	12.6	11.6	23.6	15.8	12.1	20.9	27.6	53.6	72.4	21%	35%
Digital Media	1.4	2.4	1.7	4.2	2.0	3.7	3.5	4.3	3.4	9.7	13.5	21%	39%
WWE Films ¹	-	-	-	-	-	(15.9)	2.8	-	1.90	-	(13.1)	n/m	n/m
Total Profit Contribution	\$ 43.7	\$ 46.3	\$ 38.2	\$ 42.2	\$ 49.3	\$ 37.0	\$ 44.7	\$ 55.9	\$ 62.6	\$ 170.4	\$ 186.9	(4%)	10%
<i>Profit Margin %</i>	<i>46%</i>	<i>39%</i>	<i>41%</i>	<i>39%</i>	<i>46%</i>	<i>27%</i>	<i>41%</i>	<i>42%</i>	<i>38%</i>	<i>41%</i>	<i>38%</i>		
SG&A	27.0	22.9	23.8	22.4	26.4	25.0	28.9	28.8	33.0	96.1	109.1	7%	14%
Dep. & Amortization	2.4	2.0	2.0	2.3	2.3	2.3	2.4	2.4	2.5	8.7	9.4	(22%)	8%
Operating Income	\$ 14.3	\$ 21.4	\$ 12.4	\$ 17.5	\$ 20.6	\$ 9.7	\$ 13.4	\$ 24.7	\$ 27.1	\$ 65.6	\$ 68.4	(13%)	4%
Interest and Other, net	2.8	1.7	1.8	3.5	2.6	1.5	0.8	3.1	1.0	9.8	8.0	31%	(18%)
Income before taxes	\$ 17.1	\$ 23.1	\$ 14.2	\$ 21.0	\$ 23.2	\$ 11.2	\$ 14.2	\$ 27.8	\$ 28.1	\$ 75.4	\$ 76.4	(9%)	1%
Provision for taxes	7.6	8.5	5.0	5.5	8.1	4.2	5.7	6.3	8.6	26.6	24.3	(9%)	(9%)
<i>Effective Tax Rate</i>	<i>45%</i>	<i>37%</i>	<i>35%</i>	<i>26%</i>	<i>35%</i>	<i>38%</i>	<i>40%</i>	<i>23%</i>	<i>30%</i>	<i>35%</i>	<i>32%</i>		
Income from Continuing Operations	\$ 9.5	\$ 14.6	\$ 9.2	\$ 15.5	\$ 15.1	\$ 7.0	\$ 8.5	\$ 21.5	\$ 19.5	\$ 48.8	\$ 52.1	(10%)	7%
Discontinued Ops	-	-	-	-	-	-	-	-	-	-	-	(100%)	n/m
Net Income	\$ 9.5	\$ 14.6	\$ 9.2	\$ 15.5	\$ 15.1	\$ 7.0	\$ 8.5	\$ 21.5	\$ 19.5	\$ 48.8	\$ 52.1	(10%)	7%
EPS - Continuing Operations	\$0.13	\$0.21	\$0.13	\$0.22	\$0.21	\$0.10	\$0.12	\$0.30	\$0.27	\$0.68	\$0.72	(12%)	5%
EPS - Net Income	\$0.13	\$0.21	\$0.13	\$0.22	\$0.21	\$0.10	\$0.12	\$0.30	\$0.27	\$0.68	\$0.72	(13%)	5%
Memo:													
EBITDA	\$ 16.7	\$ 23.4	\$ 14.4	\$ 19.8	\$ 22.9	\$ 12.0	\$ 15.8	\$ 27.1	\$ 29.6	\$ 74.3	\$ 77.8	(15%)	5%
EBITDA Margin %	18%	20%	15%	18%	21%	9%	15%	20%	18%	18%	16%		
Diluted Shares (in millions)	71.2	71.4	71.6	71.7	71.9	72.1	72.5	72.9	73.0	71.6	72.3	2%	1%

¹ Note: WWE Films 2007 Q2 profit contribution includes a \$15.7 million impairment charge related to the feature film, " *The Condemned*."

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
REVENUES
(\$ in millions; Unaudited)

	2006				2007				2008	Full Year (12 Months)		GROWTH %	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2006	2007	2005-6	2006-7
Revenues:													
<u>Live & Televised Entertainment</u>													
Live Events	\$ 17.0	\$ 25.1	\$ 17.2	\$ 24.4	\$ 18.2	\$ 30.1	\$ 20.1	\$ 30.9	\$ 24.6	\$ 83.7	\$ 99.3	6%	19%
Venue Merchandise	4.4	5.2	4.4	4.4	5.2	5.4	3.9	4.6	5.6	18.4	19.1	30%	4%
Pay-Per-View	17.1	38.1	19.7	18.7	15.8	39.8	18.8	19.9	41.2	93.6	94.3	(1%)	1%
Television Rights Fees	20.7	20.8	22.4	21.6	21.9	23.9	22.8	23.8	24.0	85.5	92.4	4%	8%
Television Advertising	1.8	1.9	1.1	2.6	0.9	1.3	1.5	2.2	1.4	7.4	5.9	(79%)	(20%)
Other (Includes WWE 24/7)	0.3	1.5	0.8	1.0	1.0	2.4	1.5	0.9	3.0	3.6	5.8	177%	61%
Live & TV Entertainment	\$ 61.3	\$ 92.6	\$ 65.6	\$ 72.7	\$ 63.0	\$ 102.9	\$ 68.6	\$ 82.3	\$ 99.8	\$ 292.2	\$ 316.8	(5%)	8%
<u>Consumer Products</u>													
Licensing (Includes WWE Music)	\$ 13.3	\$ 5.2	\$ 7.2	\$ 6.3	\$ 20.6	\$ 7.7	\$ 9.4	\$ 9.4	\$ 26.2	\$ 32.0	\$ 47.1	12%	47%
Home Video	12.4	12.1	11.4	14.0	13.4	14.8	5.7	19.8	14.0	49.9	53.7	42%	8%
Magazine Publishing	3.0	3.0	3.1	3.3	2.9	3.7	3.9	6.0	2.9	12.4	16.5	3%	33%
Other (Includes Appearances)	0.2	0.1	-	0.4	0.5	0.2	-	0.1	0.3	0.7	0.8	17%	14%
Consumer Products	\$ 28.9	\$ 20.4	\$ 21.7	\$ 24.0	\$ 37.4	\$ 26.4	\$ 19.0	\$ 35.3	\$ 43.4	\$ 95.0	\$ 118.1	25%	24%
<u>Digital Media</u>													
WWE.com	\$ 2.2	\$ 2.9	\$ 2.6	\$ 3.3	\$ 2.8	\$ 4.6	\$ 4.6	\$ 4.2	\$ 4.5	\$ 11.0	\$ 16.2	28%	47%
WWEShop / Other	2.7	3.4	3.3	7.7	4.2	3.6	3.1	7.7	3.6	17.1	18.6	51%	9%
Digital Media	\$ 4.9	\$ 6.3	\$ 5.9	\$ 11.0	\$ 7.0	\$ 8.2	\$ 7.7	\$ 11.9	\$ 8.1	\$ 28.1	\$ 34.8	41%	24%
WWE Films	-	-	-	-	-	-	12.8	3.2	11.3	-	\$ 16.0	n/m	n/m
Total Revenues	\$ 95.1	\$ 119.3	\$ 93.2	\$ 107.7	\$ 107.4	\$ 137.5	\$ 108.1	\$ 132.7	\$ 162.6	\$ 415.3	\$ 485.7	3%	17%

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
PROFIT CONTRIBUTION
(\$ in millions; Unaudited)

	2006				2007				2008	Full Year (12 Months)		GROWTH %	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2006	2007	2005-6	2006-7
<u>Profit Contribution</u>													
<u>Live & Televised Entertainment</u>													
Live Events	\$ 4.7	\$ 7.4	\$ 3.4	\$ 5.4	\$ 5.2	\$ 8.6	\$ 5.4	\$ 8.9	\$ 9.3	\$ 20.9	\$ 28.1	14%	34%
Venue Merchandise	1.1	1.2	1.3	1.9	1.9	2.1	1.4	2.3	1.9	5.5	7.7	22%	40%
Pay-Per-View	10.7	17.7	12.7	11.3	10.3	15.5	12.0	12.9	13.3	52.4	50.7	(7%)	(3%)
Television Rights	7.6	6.3	6.5	6.2	6.4	6.7	6.1	6.7	4.5	26.6	25.9	(7%)	(3%)
TV Advertising	1.4	1.6	1.0	2.8	0.8	1.1	1.2	1.9	1.3	6.8	5.0	(72%)	(26%)
Other	(1.7)	(1.2)	(1.0)	(1.2)	(0.9)	(0.6)	0.2	(2.0)	(0.6)	(5.1)	(3.3)	(30%)	(35%)
Live & TV Entertainment	\$ 23.8	\$ 33.0	\$ 23.9	\$ 26.4	\$ 23.7	\$ 33.4	\$ 26.3	\$ 30.7	\$ 29.7	\$ 107.1	\$ 114.1	(14%)	7%
<i>Live & TV Ent. Margin %</i>	<i>39%</i>	<i>36%</i>	<i>36%</i>	<i>36%</i>	<i>38%</i>	<i>32%</i>	<i>38%</i>	<i>37%</i>	<i>30%</i>	<i>37%</i>	<i>36%</i>		
<u>Consumer Products</u>													
Licensing	\$ 9.7	\$ 4.4	\$ 4.9	\$ 4.9	\$ 15.1	\$ 5.9	\$ 7.2	\$ 7.0	\$ 19.7	\$ 23.9	\$ 35.2	18%	47%
Home Video	7.8	5.8	6.9	6.1	7.6	9.3	3.8	11.3	7.6	26.6	32.0	41%	20%
Magazine Publishing	1.0	0.6	0.8	0.5	0.6	0.7	1.1	2.7	0.2	2.9	5.1	(43%)	76%
Other	-	0.1	-	0.1	0.3	(0.1)	-	(0.1)	0.1	0.2	0.1	100%	(50%)
Consumer Products	\$ 18.5	\$ 10.9	\$ 12.6	\$ 11.6	\$ 23.6	\$ 15.8	\$ 12.1	\$ 20.9	\$ 27.6	\$ 53.6	\$ 72.4	21%	35%
<i>Consumer Products Margin %</i>	<i>64%</i>	<i>53%</i>	<i>58%</i>	<i>48%</i>	<i>63%</i>	<i>60%</i>	<i>64%</i>	<i>59%</i>	<i>64%</i>	<i>56%</i>	<i>61%</i>		
<u>Digital Media</u>													
WWE.com	\$ 0.7	\$ 1.5	\$ 0.9	\$ 1.6	\$ 0.8	\$ 2.7	\$ 2.8	\$ 2.3	\$ 2.4	\$ 4.7	\$ 8.6	12%	83%
WWEShop	0.7	0.9	0.8	2.6	1.2	1.0	0.7	2.0	1.0	5.0	4.9	34%	(2%)
Digital Media	\$ 1.4	\$ 2.4	\$ 1.7	\$ 4.2	\$ 2.0	\$ 3.7	\$ 3.5	\$ 4.3	\$ 3.4	\$ 9.7	\$ 13.5	21%	39%
<i>Digital Media Margin %</i>	<i>29%</i>	<i>38%</i>	<i>29%</i>	<i>38%</i>	<i>29%</i>	<i>45%</i>	<i>45%</i>	<i>36%</i>	<i>42%</i>	<i>35%</i>	<i>39%</i>		
WWE Films						(\$15.9)	\$2.8	-	\$1.9	-	(\$13.1)	n/m	n/m
PROFIT CONTRIBUTION	\$ 43.7	\$ 46.3	\$ 38.2	\$ 42.2	\$ 49.3	\$ 37.0	\$ 44.7	\$ 55.9	\$ 62.6	\$ 170.4	\$ 186.9	(4%)	10%
<i>Profit Margin %</i>	<i>46%</i>	<i>39%</i>	<i>41%</i>	<i>39%</i>	<i>46%</i>	<i>27%</i>	<i>41%</i>	<i>42%</i>	<i>38%</i>	<i>41%</i>	<i>38%</i>		

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
RECONCILIATION OF NET INCOME TO EBITDA
(\$ in millions; Unaudited)

	2006				2007				2008	Full Year (12 Months)	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2006	2007
Net income	\$ 9.5	\$ 14.6	\$ 9.2	\$ 15.5	\$ 15.1	\$ 7.0	\$ 8.5	\$ 21.5	\$ 19.5	\$ 48.8	\$ 52.1
Loss/(Income) from discontinued operations, net of tax	-	-	-	-	-	-	-	-	-	-	-
Provision for income taxes	7.6	8.5	5.0	5.5	8.1	4.2	5.7	6.3	8.6	26.6	24.3
Interest and other, net	(2.8)	(1.7)	(1.8)	(3.5)	(2.6)	(1.5)	(0.8)	(3.1)	(1.0)	(9.8)	(8.0)
Depreciation and Amortization	2.4	2.0	2.0	2.3	2.3	2.3	2.4	2.4	2.5	8.7	9.4
EBITDA	<u>\$ 16.7</u>	<u>\$ 23.4</u>	<u>\$ 14.4</u>	<u>\$ 19.8</u>	<u>\$ 22.9</u>	<u>\$ 12.0</u>	<u>\$ 15.8</u>	<u>\$ 27.1</u>	<u>\$ 29.6</u>	<u>\$ 74.3</u>	<u>\$ 77.8</u>

Non-GAAP Measure:

EBITDA is defined as earnings from continuing operations before interest, income taxes, depreciation and amortization. Although it is not a recognized measure of performance under U.S. GAAP, EBITDA is presented because it is a widely accepted financial indicator of a company's performance. The Company uses EBITDA to measure its own performance and to set goals for operating managers. EBITDA should not be considered as an alternative to income from continuing operations, net income, cash flows from operations or any other indicator of World Wrestling Entertainment, Inc.'s performance or liquidity, determined in accordance with U.S. GAAP.

WORLD WRESTLING ENTERTAINMENT INC.
TRENDING SCHEDULES
KEY METRICS
(Unaudited)

	2006				2007				2008	Full Year (12 Months)	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2006	2007
Live Events											
North America (Excl. ECW)											
Average Event Attendance	6,000	5,800	5,500	6,100	6,900	6,900	5,500	7,100	7,200	5,800	6,600
-- year-over-year growth %	20%	14%	22%	30%	15%	19%	-	16%	4%	21%	14%
Number of live events	61	67	67	52	63	58	63	49	66	247	233
-- year-over-year growth %	(21%)	29%	(7%)	(10%)	3%	(13%)	(6%)	(6%)	5%	(5%)	(6%)
International											
Average Event Attendance	12,100	7,600	10,600	7,800	9,300	6,000	9,200	7,900	9,000	8,900	7,700
-- year-over-year growth %	(2%)	(15%)	25%	(1%)	(23%)	(21%)	(13%)	1%	(3%)	2%	(13%)
Number of live events	11	17	8	25	8	26	15	26	8	61	75
-- year-over-year growth %	267%	(29%)	167%	39%	(27%)	53%	88%	4%	-	27%	23%
Pay-Per-View (Incl. ECW)											
Current buys (000s)	1,061	2,042	1,045	1,137	929	2,053	976	1,043	1,921	5,466	5,201
Prior period buys (000's)	122	185	81	71	(28)	51	87	107	112	278	17
Total buys (000's)	1,183	2,227	1,126	1,208	901	2,104	1,063	1,150	2,033	5,744	5,218
-- year-over-year growth %	5%	7%	(28%)	(11%)	(24%)	(6%)	(6%)	(5%)	126%	(6%)	(9%)
PPV events (#)	3	5	3	5	3	5	3	4	3	16	15
Home Video (DVD)											
Gross Units Shipped (000's)	680	992	905	1,470	1,084	1,044	542	1,364	1,179	4,047	4,034
-- year-over-year growth %	48%	75%	50%	42%	59%	5%	(40%)	(7%)	9%	52%	-
WWE.com											
Avg. Mo. Unique Visitors (MM)	14.0	15.5	16.3	17.1	17.5	20.3	17.2	16.1	15.9	15.7	17.8
-- year-over-year growth %	89%	78%	77%	39%	25%	31%	6%	(6%)	(9%)	67%	13%
Avg. Mo. Page Views (MM)	442	455	437	442	479	563	440	401	377	444	471
-- year-over-year growth %	114%	98%	69%	22%	8%	24%	1%	(9%)	(21%)	68%	6%
Avg. Mo. Video Streams (MM)	54	48	43	39	43	40	29	28	28	46	35
-- year-over-year growth %	200%	118%	48%	(5%)	(20%)	(17%)	(32%)	(28%)	(35%)	64%	(24%)
Avg. Time Per Mo. Unique Visitor (Mins)	33	32	31	29	29	26	25	25	25	31	26
-- year-over-year growth %	50%	33%	7%	(6%)	(12%)	(19%)	(18%)	(12%)	(14%)	15%	(16%)
WWEShop.com											
Online Merch. Orders (000's)	50	66	63	132	82	68	57	122	68	311	329
-- year-over-year growth %	127%	69%	75%	38%	64%	3%	(10%)	(8%)	(17%)	61%	6%