



*** MEDIA ALERT ***

WWE® AND YUKE'S AGREE TO DIGITAL CONTENT DEAL

WHAT: WWE (NYSE:WWE) and Yuke's are happy to announce a multi-year digital content deal.

Under the new partnership, Yuke's will operate WWE's digital sites, including WWE.co.jp and WWE Mobile in Japan. In addition to current services, Yuke's will develop and offer new digital services and content including smart phone apps and pay video content for the Japan market.

WHO: Yuke's has been known as a leading game developing company for WWE's video game series for over 10 years. This partnership will be the first time the two companies enter into an agreement directly. Utilizing the rich knowledge and background on WWE contents, WWE and Yuke's will be working together to further expand WWE's fan base in Japan whilst developing new services in addition to current digital content.

WHEN: Yuke's began managing WWE Mobile with Softbank from December 3, 2012, KDDI from December 14, 2012, and NTT Docomo from April, 2013. WWE.co.jp has been managed by Yuke's as of January 1, 2013.

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About WWE:

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 600 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Miami, London, Mumbai, Shanghai, Singapore, Istanbul and Tokyo.

Additional information on WWE (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/>.

About Yuke's:

Yuke's has been known as a leading company in combat sports games since the company developed a 3-D professional wrestling game for the first time in video game history in the PlayStation platform.

Yuke's has developed overseas operations by successfully promoting partnership with international publishers. Also, Yuke's is highly regarded in its abilities to create high quality graphics in domestic amusement industry.

Yuke's aims to further develop "Yuke's" brand by capturing consumers' needs and employing sales/development strategy that matches market environment.

<http://www.yukes.co.jp/>

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press 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, without limitation, risks relating to maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; 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, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.