



FOR IMMEDIATE RELEASE

WRESTLEMANIA® XXVI BREAKS RECORD

GLENDALE, AZ – March 28, 2010 – World Wrestling Entertainment® made history tonight at the University of Phoenix Stadium in Glendale, AZ, as *WrestleMania XXVI* grossed \$5.8 million, becoming the highest grossing and attended entertainment event ever held at the stadium. The previous record was a U2 concert on October 20, 2009 that attracted 50,775 fans and grossed \$4.9 million. 72,219 fans from all 50 states and 26 countries attended the sold out event, outdrawing Super Bowl XLII (71,101 attendance) in the same building.

WWE's annual pop-culture extravaganza was broadcast around the world on pay-per-view in more than 100 countries and 20 languages.

"*WrestleMania XXVI* was a tremendous success, and we thank the public and private sectors of Glendale and Phoenix for rolling out the red carpet to WWE® and our fans during WrestleMania Week," said John P. Saboor, Senior Vice President of Special Events, World Wrestling Entertainment. "WrestleMania is an important rite of passage for WWE fans each year, bringing with them a tremendous economic impact to the community."

WrestleMania XXVII will take place on Sunday, April 3, 2011 from the Georgia Dome in Atlanta, GA. Ticket information will be announced later this year.

[World Wrestling Entertainment, Inc.](#), 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, [PG content](#) across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Sydney, Tokyo and Toronto. Additional information on **World Wrestling Entertainment, Inc.** (NYSE: WWE) can be found at [wwe.com](#) and [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 risks relating to maintaining and renewing key agreements, including television 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; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to our film business and any new business initiative which we may undertake; risks relating to the large number of shares of common stock controlled by members of the McMahon family; 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 significant and 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, including a waiver by the McMahon family of a portion of the dividends.