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WrestleMania® XXVI Fact Sheet

- *WrestleMania* is considered the flagship event of World Wrestling Entertainment® (WWE). It is also the WWE's most successful and longest running sports entertainment event.
- *WrestleMania XXVI* will take place at Glendale's University of Phoenix Stadium Sunday, March 28, 2010.
- *WrestleMania* is more than just a one day event; it is a week long celebration, as WWE will take over the greater Glendale/Phoenix area during *WrestleMania Week*. In addition to *WrestleMania*, other activities will include: *WrestleMania Axxess* – WWE's interactive fan festival; *WrestleMania Art*; *WrestleMania Reading Challenge* competition; *WrestleMania Pro-Am Golf Tournament*; and the WWE Hall of Fame Induction Ceremony.
- *WrestleMania XXVI* is anticipated to draw more than 70,000 fans from all 50 states, nearly every Canadian province and 24 countries.
- *WrestleMania XXVI* will be televised to more than 100 countries, proving once again that it is truly an international sensation.
- *WrestleMania* averages more than 1 million pay per view buys world wide!
- Tickets for the 2010 WWE Hall of Fame sold out in record time of 35 minutes as the WWE Universe prepares to join the WWE Superstars, Divas & Legends in a historic evening of induction for the Class of 2010.
- Previous *WrestleMania*'s have pumped nearly \$50 million in economic impact into the local economy. Impact was generated from event operations and spending by tourists (including direct, indirect and induced impact).*
- The average stay for non-locals during past *WrestleManias* is 3.2 nights.*
- Nearly 65% of the fans who attend *WrestleMania* are between the ages of 10 and 34.*
- *WrestleMania* is a family-friendly event that creates an atmosphere where families can come together to celebrate their love for the sport as well as their favorite superstars and divas.
- World Wrestling Entertainment, Inc., a publicly traded company (NYSE: WWE), is an integrated media company and recognized leader in global entertainment. With programming broadcast in more than 145 countries and 30 languages, WWE provides 22 hours of weekly PG-rated programming domestically, in addition to 14 pay-per-views a year.
- WWE holds more than 300 live events, entertaining more than two million fans a year. The company's brand extends across multiple platforms including: WWE Studios; WWE.com and WWEKids.com; *WWE Magazine* and *WWE Kids Magazine*; licensed merchandise; music and home entertainment. In addition, WWE "In Your Corner" is WWE's charitable arm that focuses on literacy programs, civic engagement, military support and a 20+ year partnership with the Make-A-Wish Foundation.

**Data taken from 2008 & 2009 WrestleMania Economic Impact Assessments*

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