



WWE

Key Performance Indicators

Calendar Years: 2010 - 2012

(Data shown is through March 31, 2012)

April 25, 2012

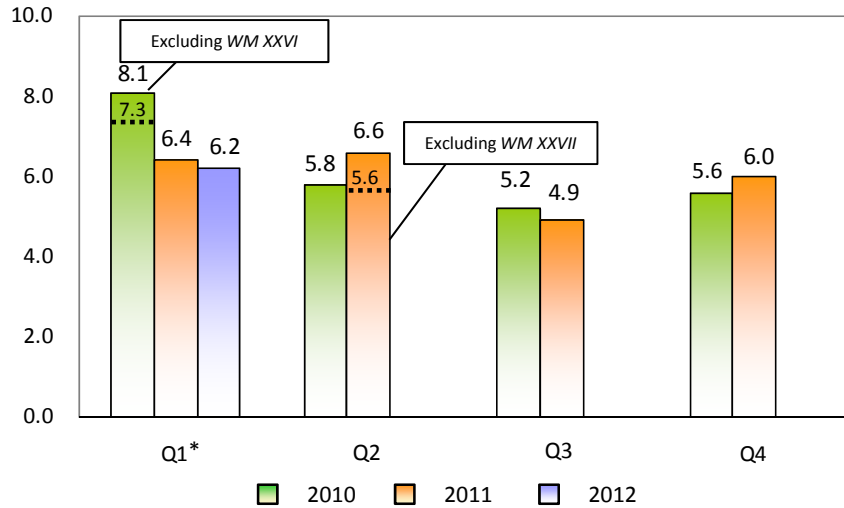
Forward Looking Statements

This presentation 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.

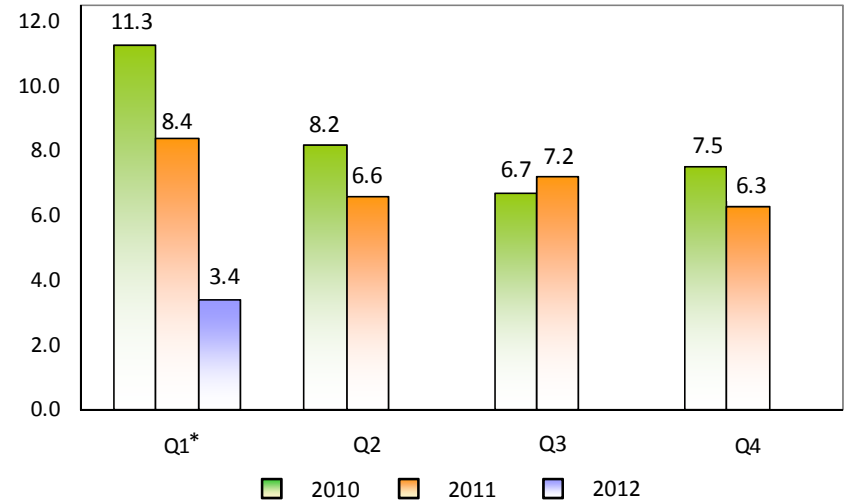


Live Event Attendance (Average Quarterly Paid Attendance)

North America (Average attendance in thousands)



International (Average attendance in thousands)



Number of Events

	Q1*	Q2	Q3	Q4
2010	71	62	62	58
2011	73	57	64	47
2012*	69			

Number of Events

	Q1*	Q2	Q3	Q4
2009	4	28	16	26
2010	4	30	15	31
2012*	6			

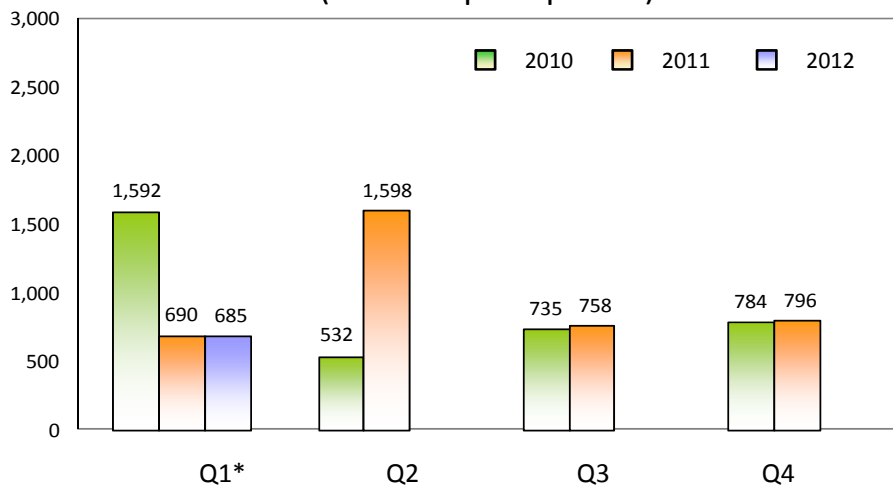
Note: *WrestleMania* occurred in the second quarter of 2011 and in the first quarter of 2010.

* 2012 attendance and number of events are through March 31, 2012.

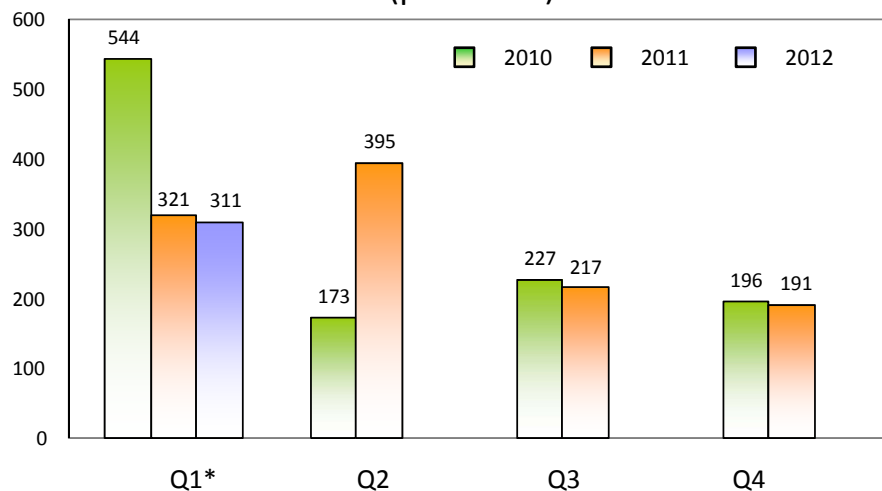


Pay-Per-View Buys (Buys in 000s)

Total Buys (includes prior period)

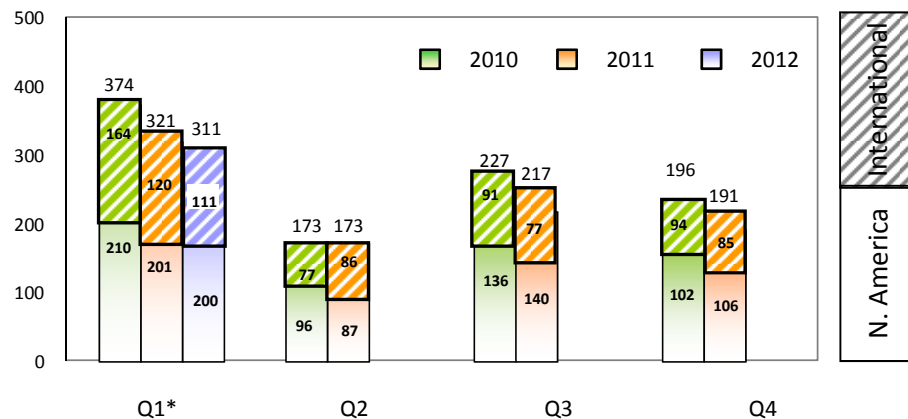


Average Current Period Buys † (per event)



Number of Events				
	Q1*	Q2	Q3	Q4
2010	3	3	3	4
2011	2	4	3	4
2012*	2			

Average Current Period Buys † (per event excluding *WrestleMania*)

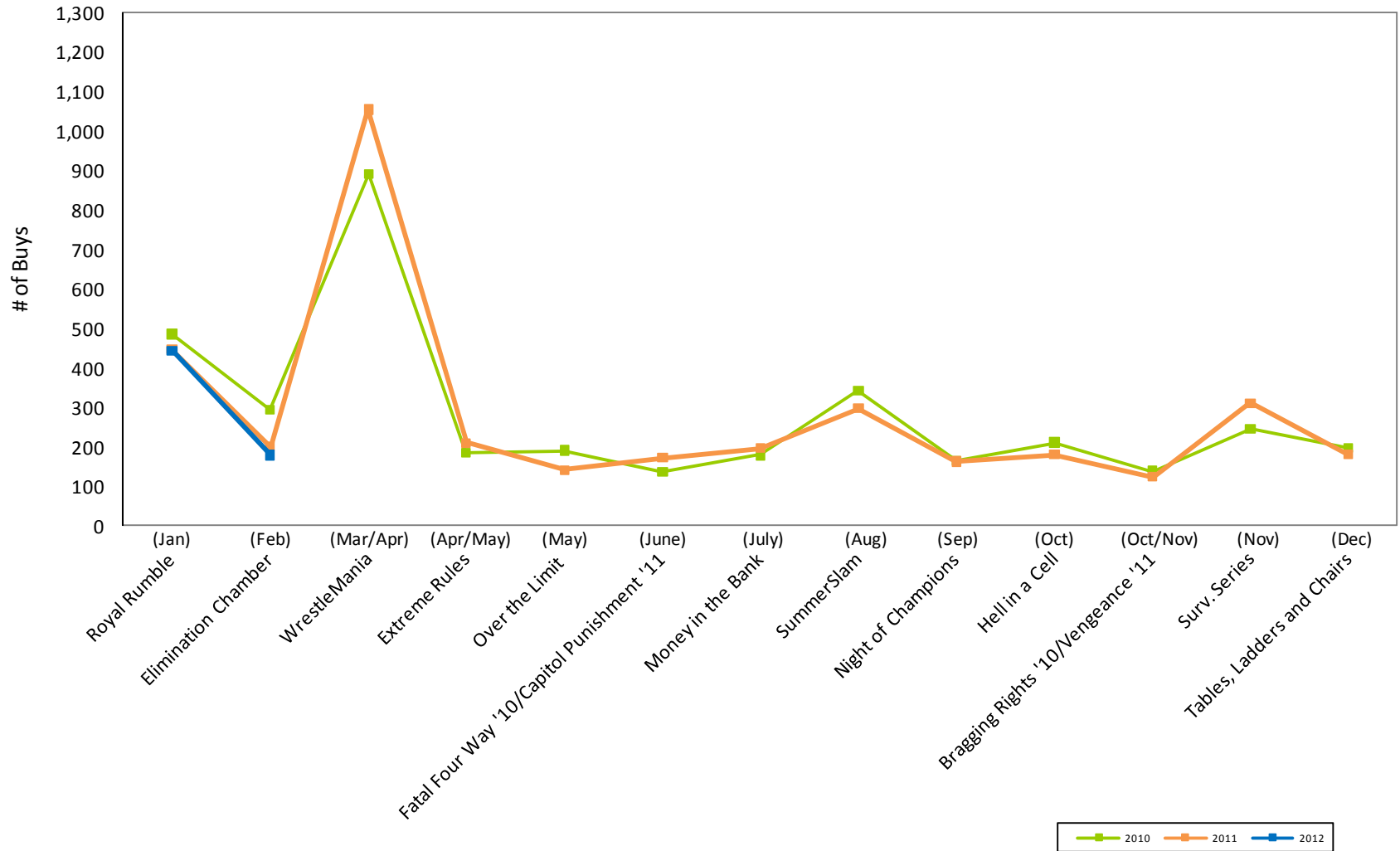


† Reflects the average current quarter buys of monthly Pay-Per-View events.

Note: *WrestleMania* occurred in the second quarter of 2011 and in the first quarter of 2010.

* 2012 Pay-Per-View buys are through March 31, 2012.

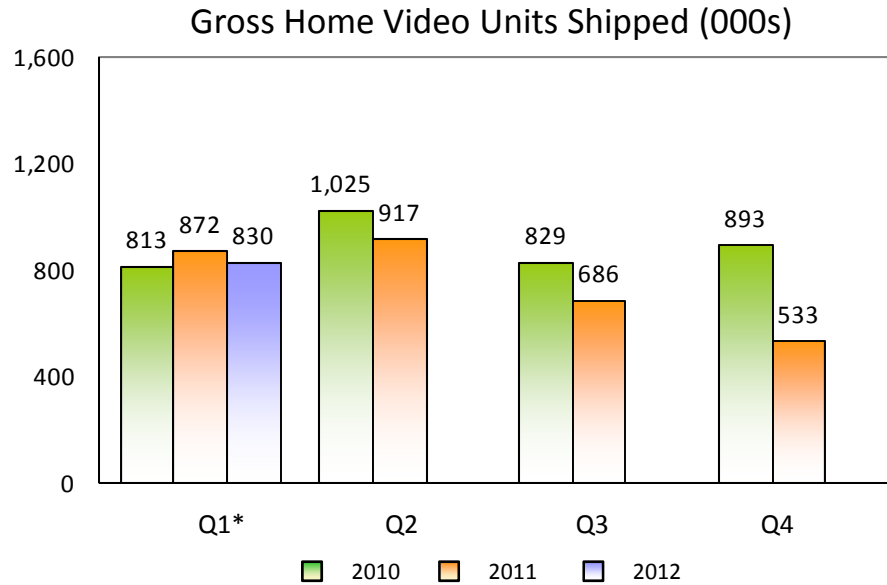
Pay-Per-View Buys (Buys in 000s)†



† Reflects current year buys of monthly Pay-Per-View events. Excludes buys recorded on a cash basis in subsequent years. 2012 Pay-Per-View buys are through March 31, 2012.



Home Video



Effective Home Video Price (Gross revenue per unit shipped)				
	Q1*	Q2	Q3	Q4
2010	\$14	\$13	\$12	\$14
2011	\$13	\$13	\$13	\$14
2012*	\$10			

Significant Trailing Nine-Month Releases		
Release Date	Title	Gross units shipped (LTD)
(11/11) Q4	<i>Stone Cold Steve Austin: The Most Popular Superstar</i>	143K
(2/12) Q1	<i>The Epic Journey of Dwayne "The Rock" Johnson</i>	137K
(9/11) Q3	<i>Randy Orton: Evolution of a Predator</i>	115K
(8/11) Q3	<i>OMG! The Top 50 Incidents in WWE</i>	114K
(7/11) Q3	<i>Greatest Superstars</i>	109K

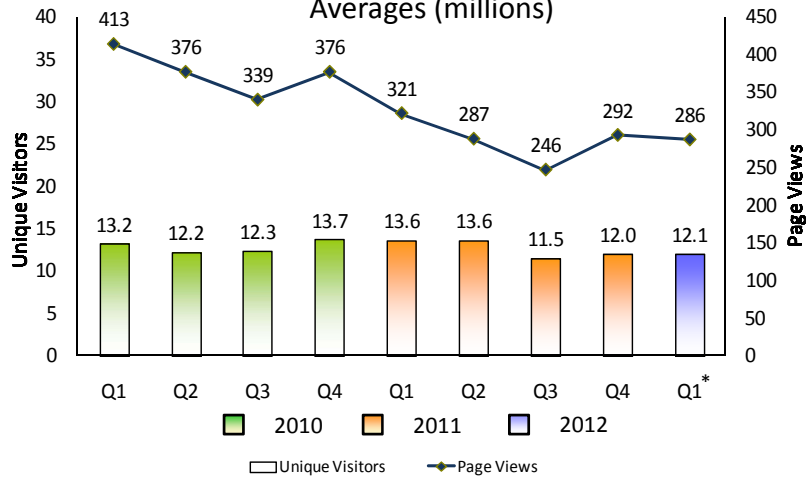
* 2012 DVD units and pricing are through March 31, 2012.



Digital Media

Internet Traffic & Usage

Averages (millions)



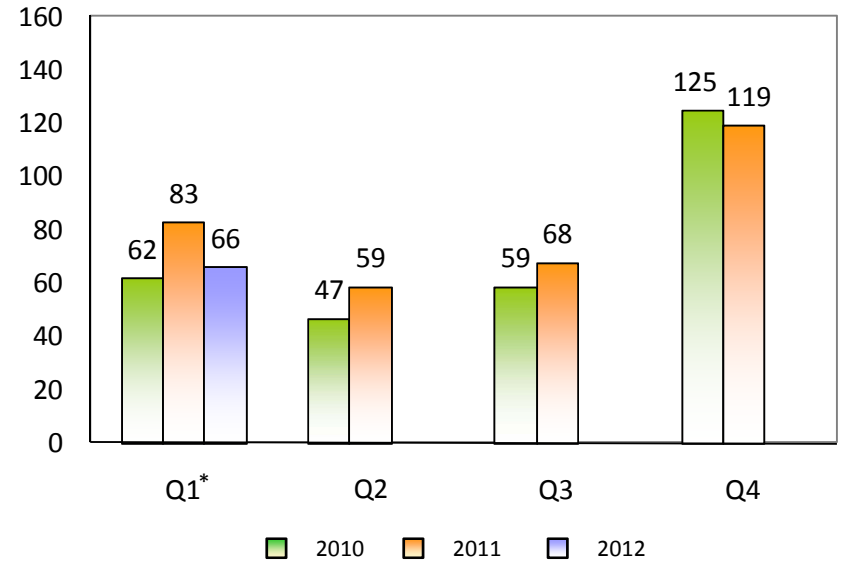
Average Time Spent Per Monthly Unique Visitors (in minutes)

	Q1*	Q2	Q3	Q4
2010	20	22	21	21
2011	20	19	19	19
2012*	20			

Source: Omniture

Online Merchandise Sales

WWEShop.com Orders (000s)



* 2012 traffic and usage data, as well as online merchandise sales, are through March 31, 2012. Internet data excludes traffic on syndicated sites.

