



Key Performance Indicators Calendar Years: 2011–2013

(Data shown is through February 28, 2013)

March 28, 2013

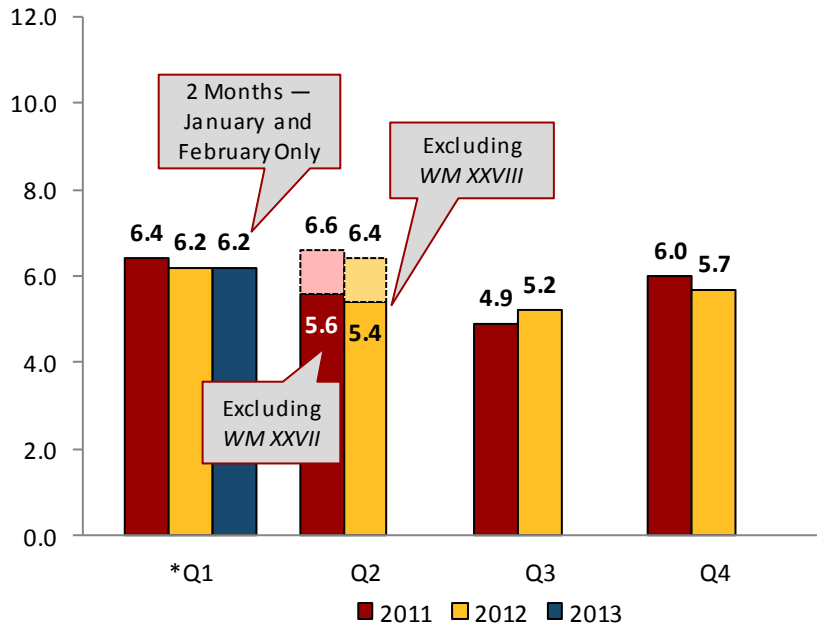
Forward Looking Statements

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.

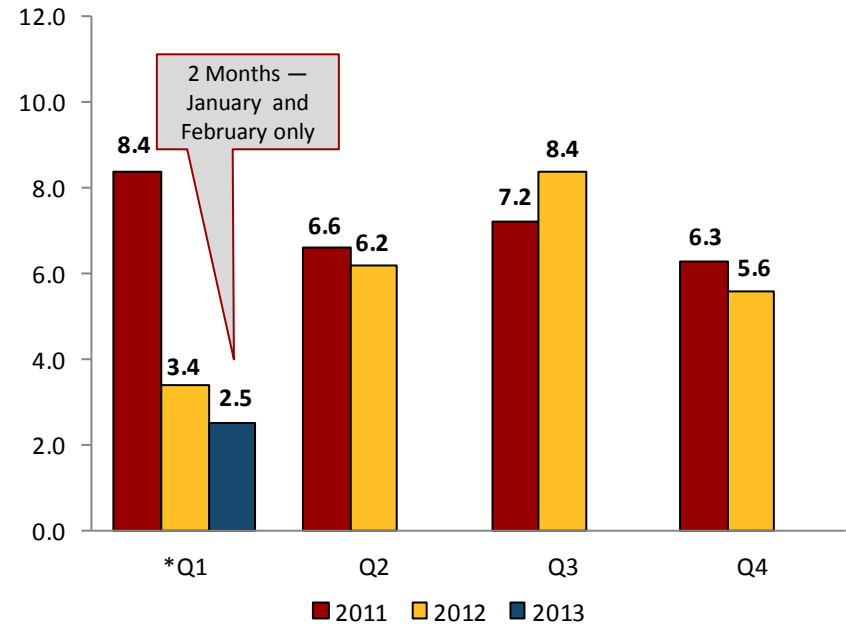


Live Event Attendance (Average Quarterly Paid Attendance)

North America (Average attendance in thousands)



International (Average attendance in thousands)



Number of Events				
	*Q1	Q2	Q3	Q4
2011	73	57	64	47
2012	69	57	70	52
2013	46			

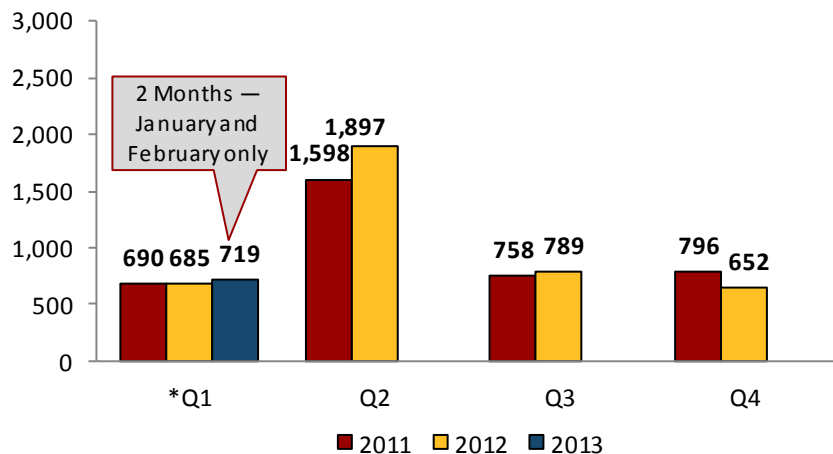
Number of Events				
	*Q1	Q2	Q3	Q4
2011	4	30	15	31
2012	6	30	7	23
2013	3			



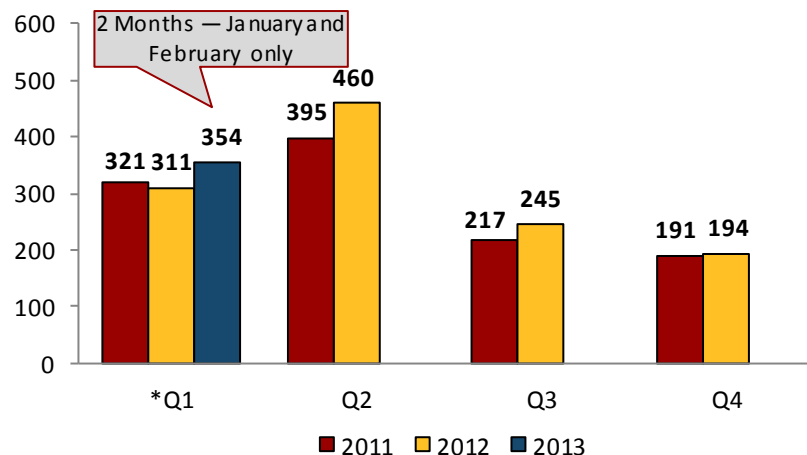
Note: *WrestleMania* occurred in the second quarter of 2012 and 2011; and in the first quarter of 2010
 *1Q 2013 attendance and number of events are through February 28, 2013

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

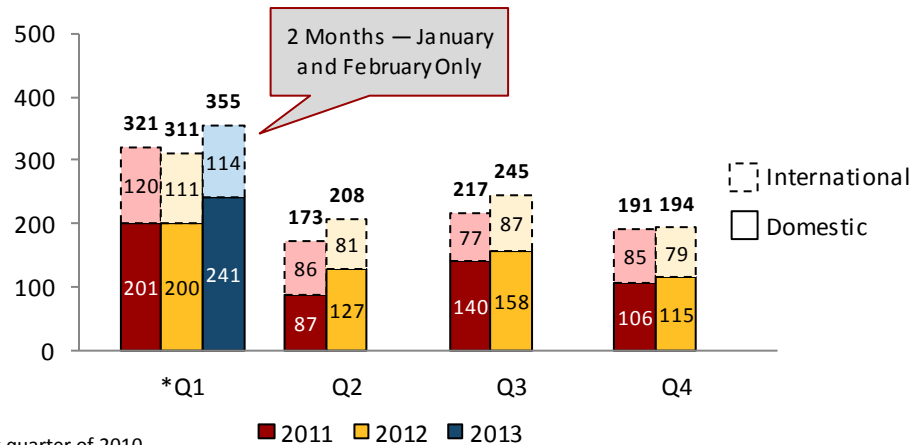
Total Buys (includes prior period)



Average Current Period Buys† (per event)



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



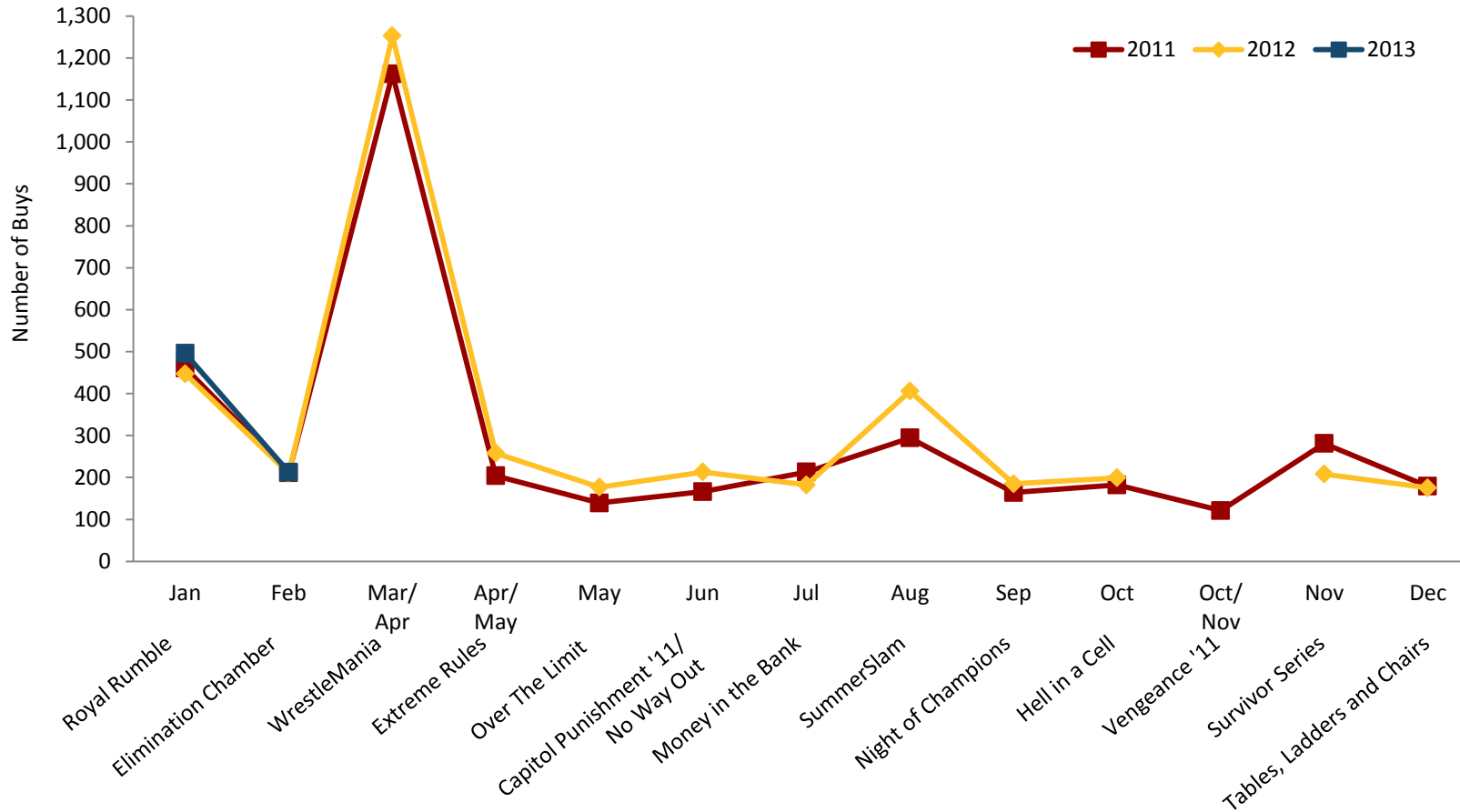
Number of Events				
	*Q1	Q2	Q3	Q4
2011	2	4	3	4
2012	2	4	3	3
2013	2			

† Reflects the average current quarter buys of monthly Pay-Per-View events
 Note: *WrestleMania* occurred in the second quarter of 2012 and 2011; and in the first quarter of 2010
 *1Q 2013 Pay-Per-View buys are through February 28, 2013



Pay-Per-View Buys (Buys in 000s)†

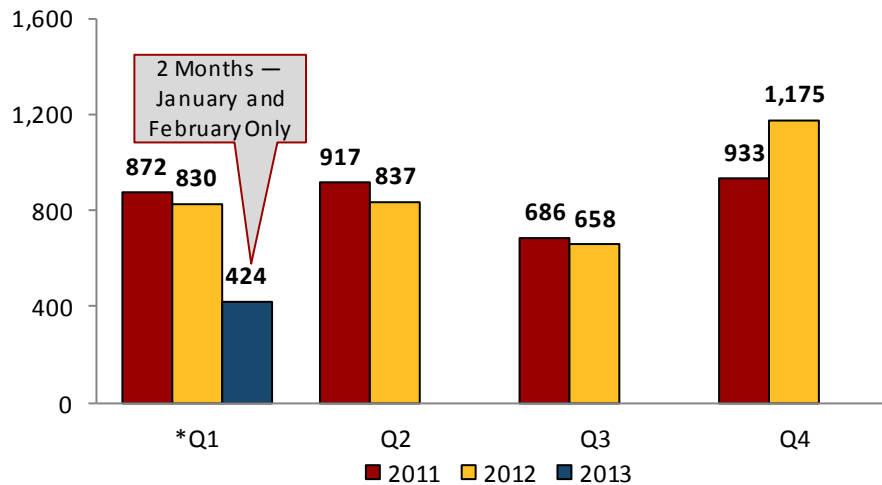
Pay-Per-View Buys (Buys in 000s)†



† Reflects current year buys of monthly Pay-Per-View events
 *1Q 2013 Pay-Per-View buys are through February 28, 2013

Home Entertainment

Gross Home Entertainment Units Shipped (000s)



	*Q1	Q2	Q3	Q4
2011	\$13	\$13	\$13	\$14
2012	\$10	\$12	\$11	\$11
2013	\$13			

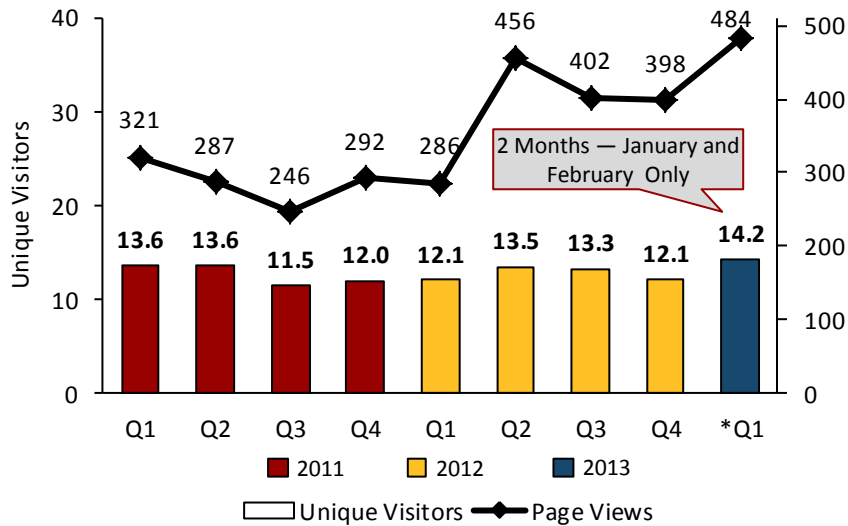
Release Date	Title	Gross units shipped (LTD)
(10/12) Q4	<i>CM Punk: Best in the World</i>	127K
(11/12) Q4	<i>The Attitude Era</i>	126K
(11/12) Q4	<i>NWO the Revolution</i>	118K
(6/12) Q2	<i>Undertaker: The Streak</i>	105K
(12/12) Q4	<i>The Top 100 Moments in Raw History</i>	97K



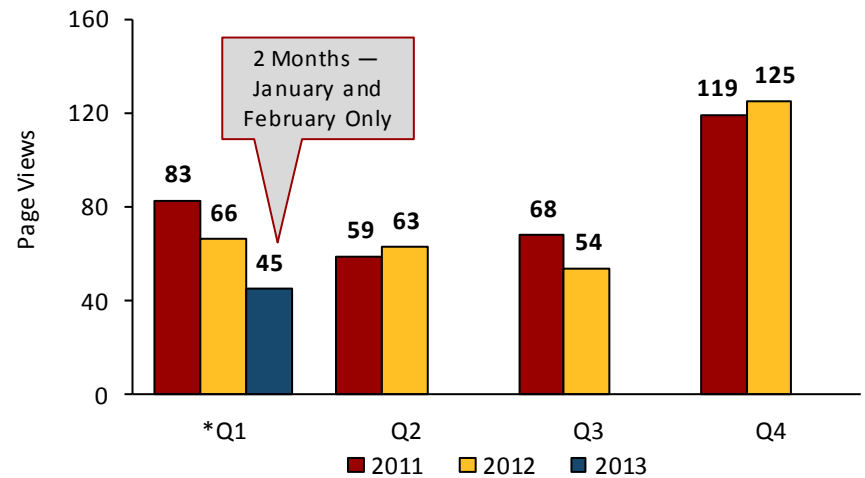
*1Q 2013 units and pricing are through February 28, 2013

Digital Media

Internet Traffic & Usage Averages (millions)



Online Merchandise Sales WWEShop.com Orders (000s)



Average Time Spent Per Monthly Unique Visitors (in minutes)				
	*Q1	Q2	Q3	Q4
2011	20	19	19	19
2012	20	27	26	28
2013	31			

Source: Omniture

*1Q 2013 traffic and usage data are through February 28, 2013

Unique visitors and page views as shown reflect traffic on the WWE website and mobile application. The aggregate unique visitors measure has been reduced to remove duplicate counts of the same visitor on each platform. Internet data excludes traffic on syndicated sites

