



World Wrestling Entertainment, Inc.

Key Performance Indicators

Calendar Years: 2005 - 2007

(Data shown is through July 31, 2007)

September 6, 2007



Basis of Presentation

Operating metrics as shown in the following schedules are presented on a calendar basis, with the full year reflecting the twelve month periods ending December 31st of 2005, 2006, and 2007.

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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, feature films, Internet, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; 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.

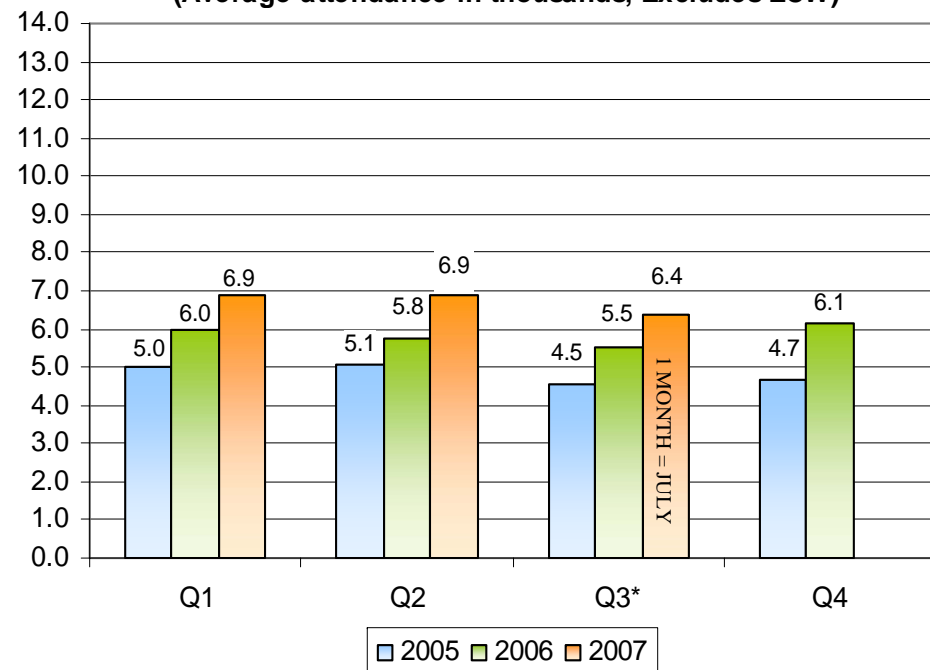


Live Event Attendance

(Average Quarterly Paid Attendance)

North America

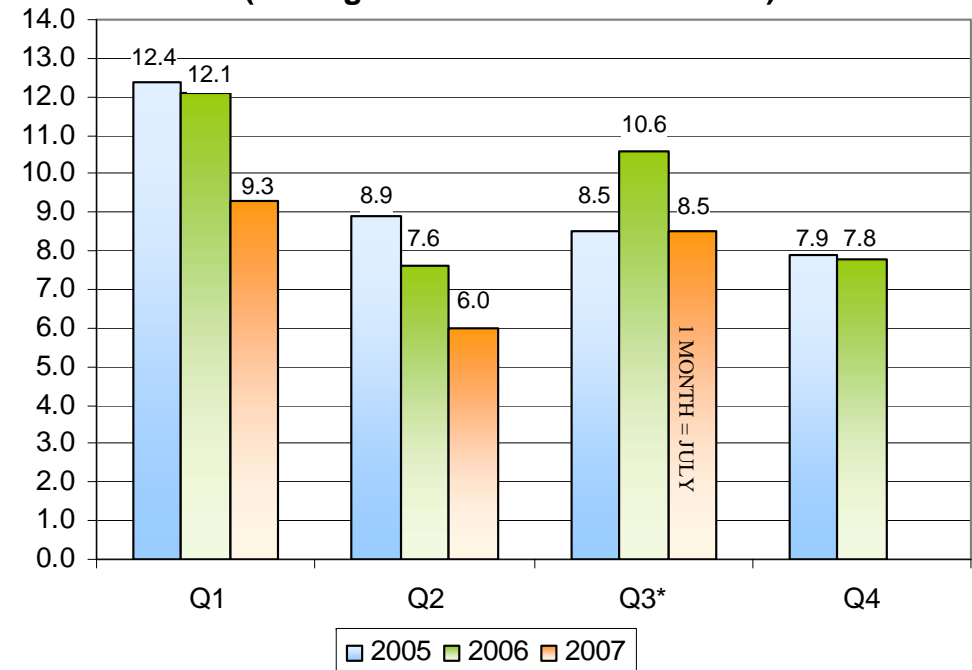
(Average attendance in thousands; Excludes ECW)



Number of Events				
	Q1	Q2	Q3	Q4
2005	77	52	72	58
2006	61	67	67	52
2007*	63	58	18	

International

(Average attendance in thousands)



Number of Events				
	Q1	Q2	Q3	Q4
2005	3	24	3	18
2006	11	17	8	25
2007*	8	26	7	

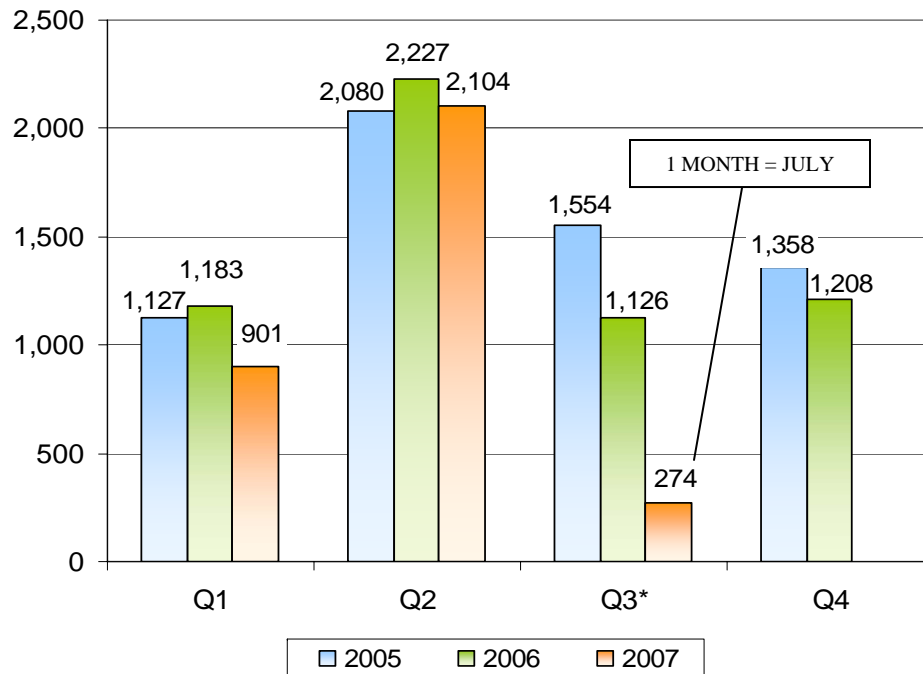
* Q3 2007 Attendance and number of events are through July 31, 2007.



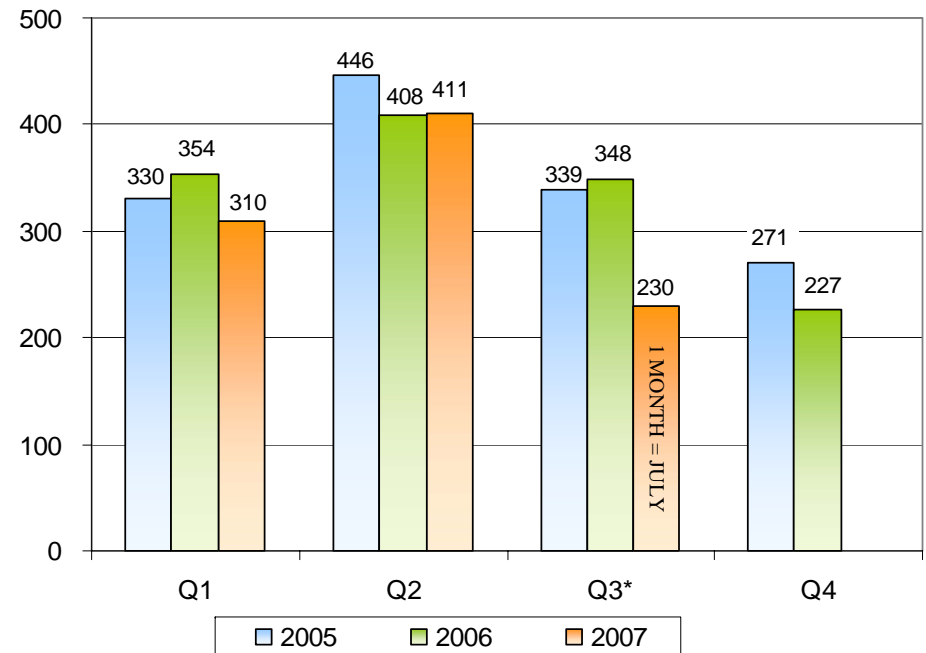
Pay-Per-View Buys

(Buys in 000s)

TOTAL BUYS
(includes prior period)



AVERAGE CURRENT PERIOD BUYS
(per event)



Number of Events				
	Q1	Q2	Q3	Q4
2005	3	4	4	4
2006	3	5	3	5
2007*	3	5	1	

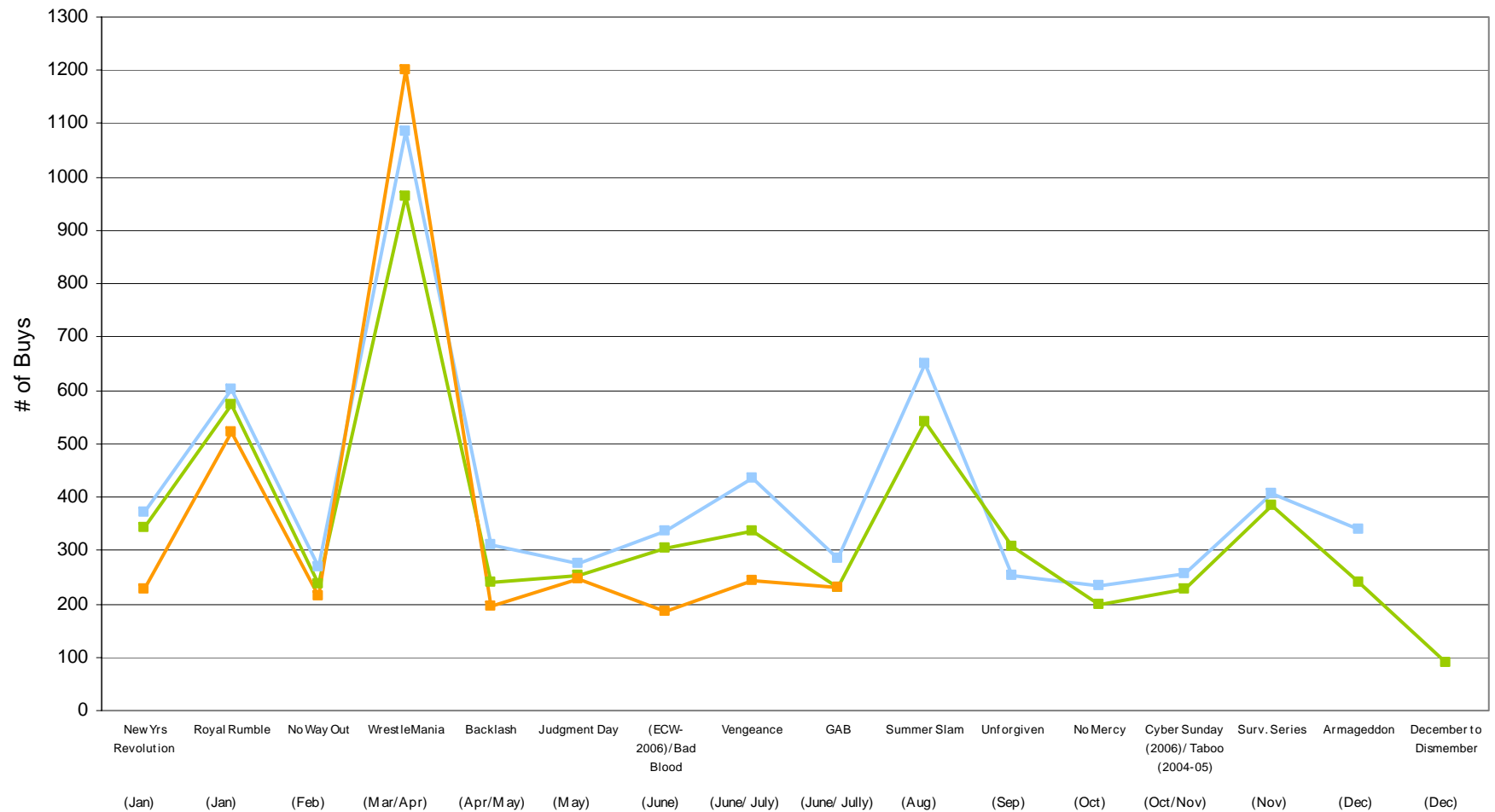
• Reflects the average current quarter buys of monthly Pay-Per-View events.

* Q3 2007 buys and number of events are through July 31, 2007 and are based on preliminary estimates.



Pay-Per-View Buys

(Buys in 000s)



NOTE - New Yrs Revolution was a new event in 2005; December To Dismember was a new event in 2006

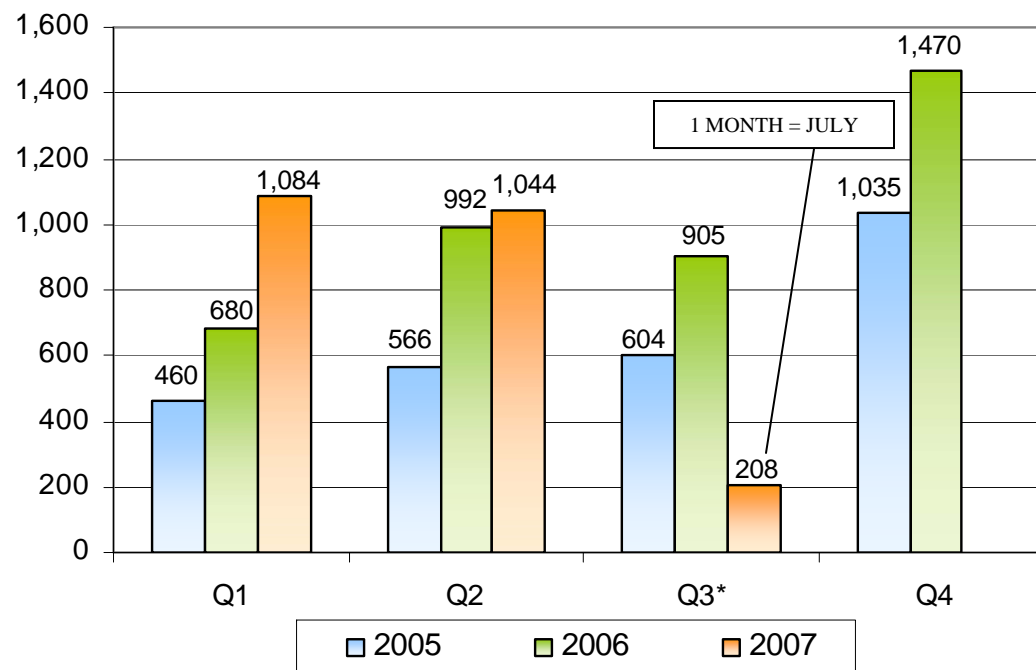
—■— 2005 —■— 2006 —■— 2007*

- Reflects current year buys of monthly Pay-Per-View events. Excludes buys recorded on a cash basis in subsequent years.
- * 2007 current year buys are through July 31, 2007 and are based on preliminary estimates.



Home Video

Gross DVD Units Shipped (in 000s)



Effective DVD Price (Gross revenue per unit shipped)				
	Q1	Q2	Q3	Q4
2005	\$11	\$15	\$14	\$17
2006	\$16	\$15	\$14	\$13
2007*	\$16	\$16	\$13	

Significant 2007 Releases		
Release Date	TITLE	Gross units shipped in Qtr.
2/20 (Q1)	<i>The New and Improved DX</i>	140K (196K YTD)
5/22 (Q2)	<i>Wrestlemania 23</i>	312K (325K YTD)
6/5 (Q2)	<i>The Ladder Match</i>	115K (147K YTD)

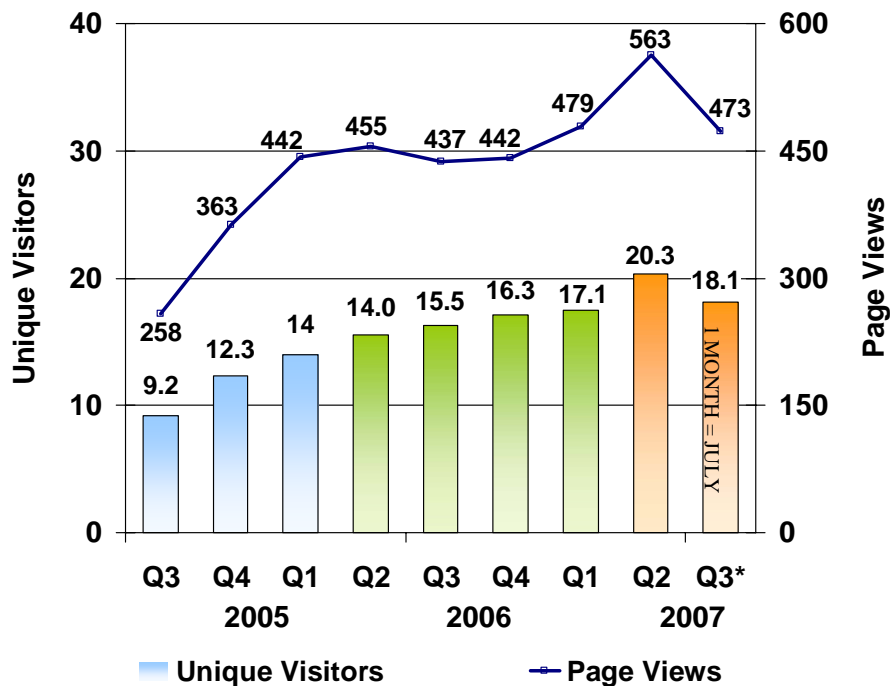
* Q3 2007 DVD units and pricing are as of July 31, 2007.



Digital Media

Internet Traffic & Usage

Averages Per Month (millions)



Average Time Spent Per Monthly Unique Visitors

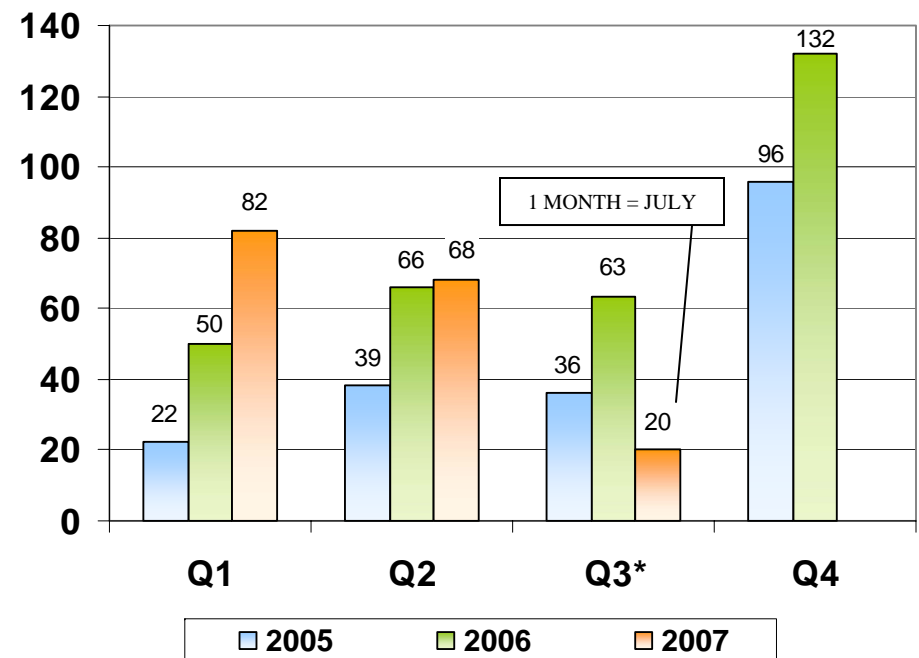
(in minutes)

	Q1	Q2	Q3	Q4
2005	22	24	29	31
2006	33	32	31	29
2007*	29	26	26	

Source: Omniture

Online Merchandise Sales

WWEShop.com Orders (000s)



* Q3 2007 traffic and usage data, as well as online merchandise sales, are through July 31, 2007.