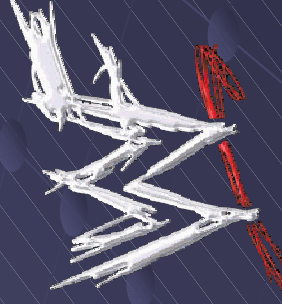
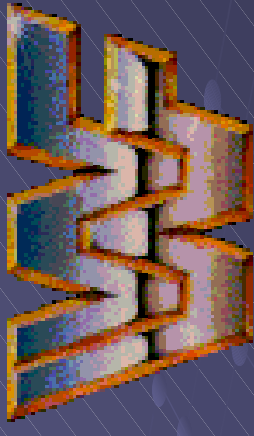




World Wrestling
Entertainment, Inc.

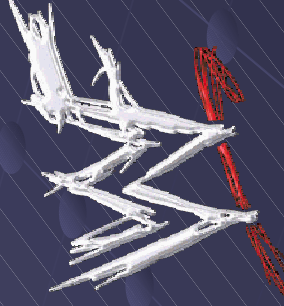
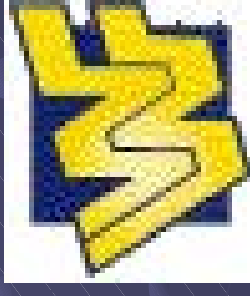
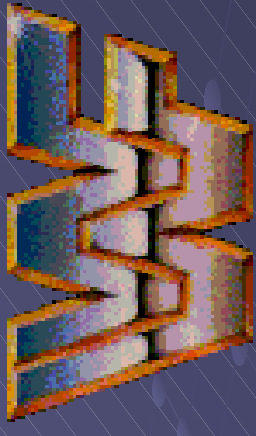
A Brief History

- Company purchased by Vince McMahon, Jr. from his father Vince McMahon Sr. in early 80's
- WrestleMania – “Granddaddy of all Wrestling Pay Per Views” starts in 1985
- Monday Night Flagship Program “Monday Night Raw” fights against competitor World Championship Wrestling’s (WCW) “Monday Nitro” during the “Monday Night Wars” during the 1990's

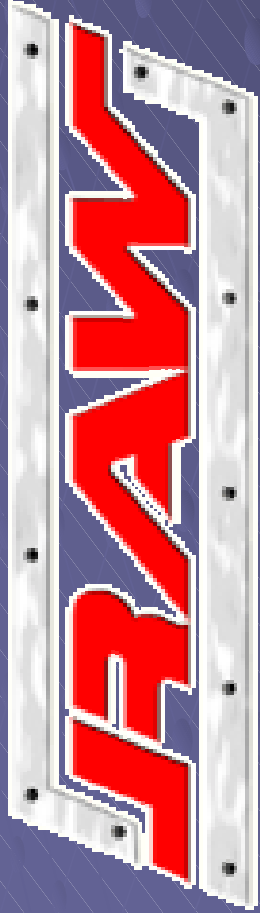


A Brief History, cont.

- March 2001: WWF purchases WCW from Ted Turner, most historical purchase in wrestling history
- 2002: Name changes from World Wrestling Federation to World Wrestling Entertainment after lawsuit with World Wildlife Fund



WWE Flagship Programs



Monday
Nights
9:00 pm –
11:00 pm



Thursday
Nights
8:00 pm –
10:00 pm



Ratings with RAW and Smackdown

- Raw's average rating between 10/28/02 and 10/27/03 was a 3.7, with the highest rated Raw was on March 3, 2003: 4.5.
 - That night when Stone Cold Steve Austin comes back after No Way Out.
- Smackdown's average rating between 10/24/02 to 10/23/03 was a 3.3, with the highest rated Smackdown was a tie: 3.7 for 10/24/02 and 6/12/03.

Recent News

- Posting Weekly Performance Metrics on WWE.COM
- Smackdown commercial deal with UPN
- WWE purchase of stocks from Viacom
- WWE's deal with Subway and Fleece

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