

WORLD WRESTLING ENTERTAINMENT INC  
Form DEFA14A  
March 16, 2012

SCHEDULE 14A

(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant   
]

Check the appropriate box:

- |                                     |   |                          |                                       |
|-------------------------------------|---|--------------------------|---------------------------------------|
| <input type="checkbox"/>            | Preliminary Proxy Statement   | <input type="checkbox"/> | Soliciting Material Under Rule 14a-12 |
| <input type="checkbox"/>            | Confidential, For Use of the<br>Commission Only (as permitted<br>by Rule 14a-6(e)(2)) |                          |                                       |
| <input type="checkbox"/>            | Definitive Proxy Statement  |                          |                                       |
| <input checked="" type="checkbox"/> | Definitive Additional Materials   |                          |                                       |

World Wrestling Entertainment, Inc.  
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- |                                     |  |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | No fee required.   |
| <input type="checkbox"/>            | Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.   |
|                                     | 1) Title of each class of securities to which transaction applies:   |
|                                     | 2) Aggregate number of securities to which transaction applies:  |
|                                     | 3) Per unit price or other underlying value of transaction computed pursuant to<br>Exchange Act Rule 0-11 (set forth the amount on which the filing fee is<br>calculated and state how it was determined): |
|                                     | 4) Proposed maximum aggregate value of transaction:  |
|                                     | 5) Total fee paid:   |

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Fee paid previously with preliminary materials:   |
| <input type="checkbox"/> | Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which<br>the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or<br>schedule and the date of its filing. |
|                          | 1) Amount previously paid:  |
|                          | 2) Form, Schedule or Registration Statement No.:  |

3) Filing Party:

4) Date Filed:

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**\*\*\* Exercise Your Right to Vote \*\*\***

Important Notice Regarding the Availability of Proxy Materials for the  
Shareholder Meeting to Be Held on April 27, 2012.

1241 EAST MAIN STREET  
STAMFORD, CT 06902  
ATTN: INVESTOR RELATIONS

**Meeting Information**

Meeting Type: Annual Meeting

For holders as of: March 2, 2012

Date: April 27, 2012 Time: 10:00 AM EDT

Location: World Wrestling Entertainment, Inc.  
1241 East Main Street  
Stamford, CT 06902

You are receiving this communication because you hold shares in the above named company.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com) or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.



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### Voting Items

The Board of Directors recommends you vote FOR the following:

1. Election of Directors  
Nominees
  - 01) Vincent K. McMahon
  - 02) Stuart U. Goldfarb
  - 03) Patricia A. Gottesman
  - 04) David Kenin
  - 05) Joseph H. Perkins
  - 06) Frank A. Riddick, III
  - 07) Jeffrey R. Speed
  - 08) Kevin Dunn
  - 09) Basil V. DeVito, Jr.

The Board of Directors recommends you vote FOR proposals 2, 3, 4 and 5:

2. Re-approve the performance goals for our 2007 Omnibus Incentive Plan.
3. Approve the 2012 WWE Employee Stock Purchase Plan.
4. Ratification of Deloitte & Touche LLP as our Independent Registered Public Accounting Firm.
5. Advisory vote to approve Executive Compensation.

NOTE: Such other business as may properly come before the meeting or any adjournment thereof.

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