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WWE® and Cineplex Entertainment Now Playing in High Definition

TORONTO, ON., January 24, 2008 – Beginning this month, World Wrestling Entertainment® (WWE) and Cineplex Entertainment will present WWE pay-per-view events to Canadian wrestling fans in stunning High Definition (HD), live and on the big screen. The first event to be featured in HD will be WWE's Royal Rumble, live from New York City on Sunday, January 27, 2008, at fifty participating Cineplex Entertainment theatres across Canada.

"WWE pay-per-views in HD will take full advantage of the state-of-the-art theatre presentation provided at Cineplex," said Carl DeMarco President, WWE Canada, Latin America & China. "Watching Royal Rumble in HD at a Cineplex theatre will be like sitting front row at the arena."

"WWE fans have always enjoyed seeing matches on our giant screens surrounded by superb digital sound," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Today, we are enhancing the experience further via high definition presentations. Now, every WWE fan will feel as if they are in the action on screen alongside their favourite WWE Superstar."

WWE and Cineplex Entertainment's HD partnership was made possible by a series of recent upgrades to WWE's television studios in Stamford, Conn., which allow WWE to broadcast all of its weekly programming in HD. The \$20 million HD renovations included refitting of equipment to broadcast WWE programming and global pay-per-view programming in high definition on cable and satellite systems around the world. The WWE also worked with NEP Supershooters to build two new state-of-the-art production trucks, and will lease a custom transmission truck designed for HD transmission.

Advance tickets for Royal Rumble are now available for \$13.95 + tax and can be purchased online at www.cineplex.com as well as at participating theatre box offices.

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 131 theatres with 1,327 screens serving approximately 60 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players (including Coliseum, Colossus, SilverCity), Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 75.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit us at www.cineplex.com.

Additional information on **World Wrestling Entertainment, Inc.** (NYSE: WWE) can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>

-30-

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