

WORLD WRESTLING ENTERTAINMENTINC

Form 4

May 10, 2007

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
*See* Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**DUNN KEVIN**

(Last) (First) (Middle)

**C/O WORLD WRESTLING  
ENTERTAINMENT, INC., 1241  
EAST MAIN STREET**

(Street)

**STAMFORD, CT 06902**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

**WORLD WRESTLING  
ENTERTAINMENTINC [WWE]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**05/09/2007**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)  
EVP, Television Production

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)				5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	05/09/2007		M		20,000	A	\$ 13.45	114,271 <u>(1)</u>	D	
Class A Common Stock	05/09/2007		M		4,375	A	\$ 9.6	118,646	D	
Class A Common Stock	05/09/2007		M		8,334	A	\$ 12.9	126,980	D	

Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form 4

Class A Common Stock	05/09/2007	S	15,500	D	\$ 18.31	111,480	D
Class A Common Stock	05/09/2007	S	2,000	D	\$ 18.32	109,480	D
Class A Common Stock	05/09/2007	S	2,000	D	\$ 18.33	107,480	D
Class A Common Stock	05/09/2007	S	2,900	D	\$ 18.34	104,580	D
Class A Common Stock	05/09/2007	S	2,534	D	\$ 18.35	102,046	D
Class A Common Stock	05/09/2007	S	3,600	D	\$ 18.36	98,446	D
Class A Common Stock	05/09/2007	S	2,575	D	\$ 18.37	95,871	D
Class A Common Stock	05/09/2007	S	2,200	D	\$ 18.38	93,671	D
Class A Common Stock	05/09/2007	S	3,000	D	\$ 18.39	90,671	D
Class A Common Stock	05/09/2007	S	100	D	\$ 18.4	90,571	D
Class A Common Stock	05/09/2007	S	1,300	D	\$ 18.41	89,271	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
---------------------------------------	---------------------------------	---	---	---------------------------	--	--	---

# Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form 4

(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)							
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option (Rights to Buy)	\$ 13.45	05/09/2007	M			20,000	<u>(2)</u>	06/04/2012	Class A Common Stock	20,000	
Employee Stock Option (Rights to Buy)	\$ 9.6	05/09/2007	M			4,375	<u>(4)</u>	06/13/2008	Class A Common Stock	4,375	
Employee Stock Option (Rights to Buy)	\$ 12.9	05/09/2007	M			8,334	<u>(5)</u>	07/20/2009	Class A Common Stock	8,334	

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
DUNN KEVIN C/O WORLD WRESTLING ENTERTAINMENT, INC. 1241 EAST MAIN STREET STAMFORD, CT 06902	EVP, Television Production

## Signatures

Kevin Dunn 05/10/2007  
 \*\*Signature of Date  
 Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes 4,481 shares representing dividend accruals not previously reported because they are exempt under Section 16.
- (2) Current.
- (3) N/A
- (4) 4,375 currently exercisable. Remaining vest in equal monthly installments of 625 options.
- (5) 8,334 currently exercisable. Remaining vest in equal monthly installments of 1,041 options.

## Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form 4

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.