

WORLD WRESTLING ENTERTAINMENTINC  
 Form 4  
 May 10, 2007

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

OMB APPROVAL  
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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

(Print or Type Responses)

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

2. Issuer Name and Ticker or Trading Symbol  
 WORLD WRESTLING ENTERTAINMENTINC [WWE]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)

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

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

C/O WORLD WRESTLING ENTERTAINMENT, INC., 1241 EAST MAIN STREET  
 (Street)

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

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

STAMFORD, CT 06902  
 (City) (State) (Zip)

**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)
				(A) or (D)	Price		
Class A Common Stock	05/09/2007		M	20,000	A \$ 13.45	114,271 <sup>(1)</sup>	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

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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.

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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)
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(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					(2)	06/04/2012	Class A Common Stock	20,000
Employee Stock Option (Rights to Buy)	\$ 9.6	05/09/2007	M	4,375					(4)	06/13/2008	Class A Common Stock	4,375
Employee Stock Option (Rights to Buy)	\$ 12.9	05/09/2007	M	8,334					(5)	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.

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