



January 23, 2012

1241 East Main Street  
Stamford, CT 06902  
T: 203 352 8600

Christopher Shays  
Candidate for U.S. Senate  
2103 Main Street  
Stratford, CT 06615

Dear Mr. Shays:

In the past you have visited WWE Headquarters in Stamford and, as a Congressman, you actively supported WWE's non-partisan initiative, **SmackDown Your Vote**, which encouraged young people to register to vote. Certainly, you are aware of our recent anti-bullying efforts in your hometown of Bridgeport when WWE Superstar Sheamus visited Hall Neighborhood House on August 3, 2011 and spoke to over 100 kids about stopping this rampant issue. Therefore, we are perplexed about the factual inaccuracies you stated regarding WWE in recent interviews with the *Connecticut Post* and Associated Press.

WWE along with The Creative Coalition established an anti-bullying initiative called **Be a STAR** (Show Tolerance And Respect). **Be a STAR** consists of 50 alliance members including GLAAD, United Federation of Teachers and Girl Scouts of USA who partner with us on anti-bullying rallies held across the country. The mission is to ensure a positive and equitable social environment for everyone regardless of age, race, religion or sexual orientation. Therefore, your statement that WWE "promotes bullying" is inaccurate.

All WWE broadcast television programming features only TV-PG content as rated not by us but by the network TV distributors and their standards and practices departments. Therefore, your accusations that WWE content is anything other than TV-PG are false.

The health and well-being of our performers is WWE's top priority. As with any entertainment or sports business, our performers are the cornerstone of our success and without them, we have no business. We have an extensive talent health and wellness program administered independently by a team of renowned physicians. We invite you to review our program by visiting **corporate.wwe.com**. One death in any industry is too many. However, since the formation of the company in 1982, five wrestlers have passed away while under contract. According to coroner reports, one individual died by accident, one by suicide and three by heart disease.



Therefore, your statement that "41 people 50 years and younger have died in their jobs" while at WWE is inaccurate.

On behalf of WWE, its 650 employees and approximately 300,000 fans in Connecticut, we would greatly appreciate it if you would stick to factual statements about our organization and brand.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Zimmerman".

Robert Zimmerman  
Senior Vice President, Corporate Communications

cc: Sue Haigh, Associated Press  
Neil Vigdor, Hearst Connecticut Media Group