

# A NEW BEGINNING FOR WWE®

**STAMFORD, Conn., July 11, 2013** – WWE today opened its world-class training facility that is the new foundation for WWE's guaranteed success. As the new home to WWE's talent developmental system, NXT®, the new facility in Orlando, Florida was officially unveiled at a press conference hosted by Paul "Triple H®" Levesque, Executive Vice President, Talent and Live Events, WWE, Stephanie McMahon, Executive Vice President, Creative, WWE, Florida Governor Rick Scott, Mayor of Orange County Teresa Jacobs and Ken Goldstone, Chief Operating Officer, Full Sail University.

With 26,000 square-feet, seven training rings, a world-class strength and conditioning program and cutting-edge edit and production facilities, the new state-of-the-art Performance Center will give WWE the ability to train more potential performers than ever before through a comprehensive program including in-ring training, physical preparedness and character development.

"The WWE Performance Center represents the guaranteed future success of our company, providing the next generation of WWE Superstars with a world-class facility to call their own," said Paul "Triple H®" Levesque, Executive Vice President, Talent and Live Events, WWE. "The venue offers our developmental talent a full training experience with real time feedback from WWE coaches, trainers and doctors, giving them the resources they need to develop their talent both athletically and creatively."

"We are happy to be back here at WWE's Global Performance Center, officially opening this state-of-the-art training facility," said Governor Rick Scott. "WWE is a big name in sports entertainment so it's fitting that they have chosen to take a one-way ticket to Florida to grow their business. In only two and a half years, Florida has created 330,000 private-sector jobs and our unemployment rate has dropped well below the national average to 7.1 percent. It's working in Florida."

"Creating new, high-value jobs has been a top priority for my administration since day one. The grand opening of the amazing WWE Performance Center is terrific news for our local economy," said Teresa Jacobs, Orange County Mayor. "Not only are these great jobs, the presence of the WWE Performance Center adds to Central Florida's reputation as a television, film and entertainment production hub."

"Throughout our evolving partnership with WWE, our students have had the unique educational opportunity to take part in the live production process for WWE NXT tapings within the Full Sail Live venue," said Ken Goldstone, Chief Operating Officer for Full Sail University. "We are delighted to have the WWE Performance Center in such close proximity to our campus, and we are proud to participate in welcoming this facility to Central Florida."

The new center will be the training ground for approximately 75 talent who include former professional and collegiate athletes, Olympians and entertainers, offering a best-in-class sports medicine program and a central location for all current WWE Superstars to receive the best care both in and out of the ring.

## **WWE Performance Center Key Highlights:**

### **In-Ring Training Room**

- 12,000 square-foot world-class training room with seven training rings
- Including one "show ring" with theatrical lighting and broadcast capability to provide developmental talent with a full training experience
- Connectivity between the Performance Center and WWE's headquarters in Stamford, Conn., via closed circuit cameras will allow for real time feedback from WWE executives

### **Sports Medicine/Rehabilitation**

- Best-in-class sports medicine facility with on-site medical care creating a central location for all WWE talent to receive the best care both in and out of the ring
- Dr. Michael Sampson, Medical Director, holds regular office hours
- Access to a full-time athletic trainer and full-time physical therapist whenever talent are training as well as a network of local specialists

### **Strength and Conditioning**

- 5,500 square-foot state-of-the-art strength and conditioning room that will allow for daily training sessions for all developmental trainees
- Featuring cutting edge strength and conditioning equipment, cardio machines, medical rehab equipment and floor space for stretching and plyometric movement
- World-renowned strength coach Joe DeFranco will serve as a consultant

### **Promo Room**

- A small, private studio that allows talent to practice on-camera techniques and work individually on character development and performance skills
- Capable of being operated by the talent themselves, this one-of-a-kind studio functions without technical personnel and is controlled using a simple iPad interface

### **Edit and Production Suites**

- Cutting-edge edit and production facilities dedicated to creating improved TV performances for in-ring talent
- Flash (Pre-tape) Studio – a full-function, green-screen capable studio designed to allow talent to practice their TV presentation skills or to create content for NXT or WWE programming. The room features a Sony ENG style camera, studio lighting and high-resolution recording using AJA Digital recording hardware operated by production staff
- VO Booth – a practice room designed for announcers-in-training to work with WWE seasoned professionals to hone their live action announcing and play-by-play skills. The room allows for up to three announcers to work directly with an audio engineer to provide quick and easy record and playback functionality

The Performance Center solidifies WWE's presence in Orlando and evolves WWE's partnership with Full Sail University. Last year, WWE and Full Sail announced an innovative partnership that moved live tapings of WWE NXT series, WWE's weekly one-hour show that broadcasts on Hulu Plus and in more than 100 countries, to Full Sail Live, the university's state-of-the-art performance venue. The partnership, which created a student scholarship

fund, also allows students of the university's entertainment-focused degree programs, including Film, Show Production, Digital Arts and Design, Internet Marketing and Entertainment Business, to gain real-world experience alongside WWE production staff during WWE NXT tapings.

For more information about NXT and talent bios, visit <http://www.wwe.com/shows/wwenxt>.