

WORLD WRESTLING ENTERTAINMENTINC  
 Form 4  
 April 28, 2006

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

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

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 \*  
 GOLDSMITH DONNA

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)  
 04/27/2006

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 SVP, Consumer Products

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Stock	04/27/2006		M	1,458	A \$ 12.9	28,576 <sup>(1)</sup>	D
Class A Common Stock	04/27/2006		M	416	A \$ 9.6	28,992	D
Class A Common Stock	04/27/2006		M	14,900	A \$ 13.45	43,892	D

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Class A Common Stock	04/27/2006	S	100	D	\$ 17.23	43,792	D
Class A Common Stock	04/27/2006	S	15,058	D	\$ 17.25	28,734	D
Class A Common Stock	04/27/2006	S	200	D	\$ 17.26	28,534	D
Class A Common Stock	04/27/2006	S	700	D	\$ 17.29	27,834	D
Class A Common Stock	04/27/2006	S	500	D	\$ 17.31	27,334	D
Class A Common Stock	04/27/2006	S	216	D	\$ 17.34	27,118	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 (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Rights to buy)	\$ 12.9	04/27/2006		M	1,458	<u>(2)</u> 07/20/2009	Class A Common Stock 1,458
Employee Stock Option	\$ 9.6	04/27/2006		M	416	<u>(4)</u> 06/13/2008	Class A Common Stock 416

(Rights to buy)

Employee Stock

Option	\$ 13.45	04/27/2006	M	14,900	(5)	06/04/2012	Class A Common Stock	14,900
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GOLDSMITH DONNA C/O WORLD WRESTLING ENTERTAINMENT, INC. 1241 EAST MAIN STREET STAMFORD, CT 06902			SVP, Consumer Products	

## Signatures

Donna  
Goldsmith

04/27/2006

\_\_Signature of  
Reporting Person

Date

## 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 1,059 shares acquired via the Employee Stock Purchase Plan and dividend accruals not previously reported because they are exempt under Section 16.
- (2) 1,458 currently exercisable. Remaining options vest in equal monthly installments of 729 options.
- (3) N/A
- (4) 416 currently exercisable. Remaining options vest in equal monthly installments of 416 options.
- (5) 14,900 currently exercisable. Remaining options vest on June 5, 2006.

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.