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WORLD WRESTLING ENTERTAINMENTINC

Form 4

Stock

September 18, 2006

FORM	ЛΔ								OMB AF	PROVAL
	UNITED	JNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMB Number:	3235-028
Check the if no lone subject the Section Form 4 of Form 5 obligation may con	stinue. STATEM	F CHANGES IN BENEFICIAL OWN SECURITIES Section 16(a) of the Securities Exchang Public Utility Holding Company Act of of the Investment Company Act of 194					Act of 1934, 1935 or Section	Expires: Estimated a burden hour response		
See Instr 1(b).	ruction	30(11)	or the m	ivestilient	Compan	y Aci	, 01 1940	,		
(Print or Type	Responses)									
1. Name and A	2. Issuer Name and Ticker or Trading Symbol WORLD WRESTLING ENTERTAINMENTINC [WWE]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) C/O WORI ENTERTA EAST MAI	3. Date of Earliest Transaction (Month/Day/Year) 09/15/2006					Director 10% Owner X Officer (give title Other (specify below)				
STAMFOR	(Street)			endment, Da nth/Day/Year	_			6. Individual or Jo Applicable Line) _X_ Form filed by O Form filed by M Person	One Reporting Pe	rson
(City)	(State)	(Zip)	Tabl	le I - Non-D	erivative S	Securi	ties Acqu	ired, Disposed of	, or Beneficial	y Owned
1.Title of Security (Instr. 3)	ecurity (Month/Day/Year) Execution		Date, if Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5)			of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. 7. Nature Ownership Indirect Form: Direct Beneficia (D) or Ownershi Indirect (I) (Instr. 4) (Instr. 4)		
Class A Common Stock	09/15/2006			Code V M	Amount 10,000	(D)	Price \$ 12.94	(Instr. 3 and 4) 107,290	D	
Class A Common Stock	09/15/2006			M	3,125	A	\$ 9.6	110,415	D	
Class A Common	09/15/2006			M	4,166	A	\$ 12.9	114,581	D	

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Class A Common Stock	09/15/2006	S	300	D	\$ 17.08	114,281	D
Class A Common Stock	09/15/2006	S	100	D	\$ 17.07	114,181	D
Class A Common Stock	09/15/2006	S	200	D	\$ 17.06	113,981	D
Class A Common Stock	09/15/2006	S	3,000	D	\$ 17.05	110,981	D
Class A Common Stock	09/15/2006	S	700	D	\$ 17.04	110,281	D
Class A Common Stock	09/15/2006	S	100	D	\$ 17.03	110,181	D
Class A Common Stock	09/15/2006	S	1,366	D	\$ 17.02	108,815	D
Class A Common Stock	09/15/2006	S	725	D	\$ 17.01	108,090	D
Class A Common Stock	09/15/2006	S	9,400	D	\$ 17	98,690	D
Class A Common Stock	09/15/2006	S	600	D	\$ 16.97	98,090	D
Class A Common Stock	09/15/2006	S	2,100	D	\$ 16.96	95,990	D
Class A Common Stock	09/15/2006	S	1,100	D	\$ 16.95	94,890	D
Class A Common Stock	09/15/2006	S	300	D	\$ 16.92	94,590	D
Class A Common Stock	09/15/2006	S	4,800	D	\$ 16.91	89,790	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 (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. Transacti Code (Instr. 8)	5. Number of actionDerivative Securities 8) 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	\$ 12.94	09/15/2006		M		10,000	<u>(1)</u>	12/01/2010	Class A Common Stock	10,000
Employee Stock Option Rights to Buy	\$ 9.6	09/15/2006		M		3,125	(3)	06/13/2008	Class A Common Stock	3,125
Employee Stock Option Rights to Buy	\$ 12.9	09/15/2006		М		4,166	<u>(4)</u>	07/20/2009	Class A Common Stock	4,166

Reporting Owners

Reporting Owner Name / Address

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 09/18/2006

**Signature of Reporting Person Date

Reporting Owners 3

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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) Current
- (2) N/A
- (3) 3,125 currently exercisable. Remaining vest in equal monthly installments of 625 options.
- (4) 4,166 currently exercisable. Remaining vest in equal installments of 1,041 options.

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.