

WORLD WRESTLING ENTERTAINMENTINC
 Form 4
 September 18, 2006

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

(Last) (First) (Middle)

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

(Street)

STAMFORD, CT 06902

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
 09/15/2006

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

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	09/15/2006		M	10,000	A \$ 12.94	107,290	D
Class A Common Stock	09/15/2006		M	3,125	A \$ 9.6	110,415	D
Class A Common Stock	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.

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.

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(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	\$ 12.94	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	<u>(3)</u> 06/13/2008	Class A Common Stock 3,125
Employee Stock Option Rights to Buy	\$ 12.9	09/15/2006		M	4,166	<u>(4)</u> 07/20/2009	Class A Common Stock 4,166

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

09/18/2006

**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) 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.

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