



Press Release

ECW debuts on e.tv **Saturday 8 July @ 2.00pm**

e Press Release: ECW, a brand new version of a popular wrestling series debuts on e next Saturday 8 July at 5pm.

Hardcore is What you Asked For!

This July, on e.tv. ECW (Extreme Championship Wrestling) will invade your television when it takes over from the long-running Velocity. Starting on 8 July, and every Saturday thereafter, the recently resurrected ECW will give wrestling fans the kind of action that has always been associated with the dormant brand – extreme, hardcore action that they have been craving since ECW shut its doors in 2001.

Manager of the new show Paul Heyman attributes ECW's improbable return to the hard work and dedication of the company's loyal fans. "This thing has kind of spiraled into a life of its own. Originally, the concept was to bring ECW back as an internet only show, sort of an extreme wrestling to the iPod generation. And then, the interest level and the demand from fans for more forced people to take notice. The networks interest in this was so strong that it just sort of blew up until it got bigger and bigger until it was almost unstoppable."

Whether it's the fans tuning into ECW for the first time, or those longtime fans returning to the company they so loyally followed, Heyman says the new ECW has something in store for everyone. "We are going to have everything that made the old ECW great, and a whole lot more. We're not gonna turn back the clock. You can't pretend it's 1999 again because it's not. This won't be a nostalgia

show. This is going to celebrate the concepts that we initiated and that we perfected and brought to the table back in the 90's. It's going to springboard a whole new revolution of new concepts and new ideas and be the trendsetter for the future. The ground breaking experience that it was back then, it will be all that again today."

On the 8 July, the new breed will be unleashed. ECW will make its debut on e.tv. Paul Heyman and Rob Van Dam will officially celebrate the rechristening of the WWE championship as the new ECW World Championship, and everyone is invited.

What exactly the rechristening will entail is anyone's guess. One thing is for sure though, RAW's Edge, who is the No. 1 contender and will face RVD at Vengeance, has accepted Paul Heyman's invitation to appear at the world premiere. In addition, former WWE Champion John Cena has vowed to be there as well. After what Cena did last time he went near the ECW, taking out three members of Team ECW with a steel chair, you can be sure Heyman will have the entire ECW locker room on watch.

Will Kurt Angle relish in his new found love for ECW? What is for sure is that your appetite will be whet by two more wrestling extravaganzas on e.tv. When first ECW go head to head with the WWE on 2 July and then on the 8 July be sure to tune into ECW's One night stand. (Press release on these two wrestling specials to follow**)

What will happen when the most extreme form of wrestling returns to television? What will John Cena and Edge have to say when Rob Van Dam is named the new ECW World Heavyweight Champion? History will be made on that Sunday and the only way to see it is to tune in to e.tv on Saturday 8 July at 5pm.