

FORBES ANNOUNCES 2009 NBA TEAM VALUATIONS
Champion Lakers Bump Knicks to Take #1 Spot; Average Team Value Falls for First Time

New York, NY (December 9, 2009) – Forbes has announced its annual valuations of the National Basketball Association’s 30 teams, naming the Los Angeles Lakers the most valuable team at \$607 million (**p. 100**). The champion Lakers replace the New York Knicks, who slip to #2 after four years at #1, and are now worth \$586 million, down 4% from last year. Recession woes impacted the NBA as consumers are thinking twice about paying an average of \$50 to attend an NBA game, while companies are reconsidering sponsorship and luxury suite deals. Highlights include:

- This year marks the first time that team values have declined since Forbes began tracking NBA finances 11 years ago.
- The average team value fell 4% over the past year, to \$367 million, while overall league revenue was flat at \$3.8 billion.
- 12 teams posted an operating loss last season, the most since the lockout shortened 1998-99 campaign.

This year’s Top 10 most valuable teams in the NBA are:

Rank	Team	Owner	Current Value (\$mil)	1-year Change in Value%	Debt/Value%	Revenues (\$mil)	Operating Income (\$mil)
1	Los Angeles Lakers	Jerry Buss, Philip Anschutz	\$607	4%	20%	\$209	\$51.1
2	New York Knicks	Cablevision Systems	586	-4	0	202	21.0
3	Chicago Bulls	Jerry Reinsdorf	511	2	11	168	51.0
4	Detroit Pistons	Karen Davidson	479	0	0	171	46.9
5	Cleveland Cavaliers	Daniel Gilbert	476	0	42	159	5.0
6	Houston Rockets	Leslie Alexander	470	0	15	160	30.3
7	Dallas Mavericks	Mark Cuban	446	-4	26	154	-17.4
8	Boston Celtics	Wycliffe Grousbeck	433	-3	42	144	12.9
9	Phoenix Suns	Robert Sarver	429	-5	43	148	20.7
10	San Antonio Spurs	Peter Holt	398	-4	12	133	19.1
	LEAGUE AVERAGE		367	-4	29	126	7.8

Memphis Blues (p. 98) - The latest issue of Forbes, featuring the 2009 NBA rankings, includes a cover story on the Memphis Grizzlies. Owner Michael Heisley is a billionaire financier famous for flipping assets, but since purchasing the Grizzlies, their value has only declined. Can his fast cash strategy work on the courts?

PLUS: The NBA’s Best (Los Angeles Lakers) and Worst (Charlotte Bobcats) Fans.

For more information, including the full rankings, expanded tables, charts, and stories, visit:
www.forbes.com/nba after 6 p.m. ET on Wednesday, December 9.

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