

**CONTENT EMBARGOED UNTIL 6 P.M. EDT,
WEDNESDAY, APRIL 7**

**FORBES ANNOUNCES 2010 MLB TEAM VALUATIONS: WHAT RECESSION?
*Average Team Value Increases, Yankees Most Valuable Team for 13th Straight Year***

New York, NY (April 7, 2010) – Forbes has announced its annual valuations of Major League Baseball’s 30 teams, reporting that the average team is now worth \$491 million, a 2% increase from 2009. Despite economic woes, including a 7% attendance drop at ballparks last year, baseball franchises have reported record-high operating income, an average of \$17.4 million per team. The League’s teams managed to earn their best-ever profits last year as two new stadiums in New York and long-term television deals boosted leaguwide revenues by 1.4% or \$79 million. Total player costs dropped \$25 million, marking only the second decline since 1995.

The 2010 World Champion New York Yankees come out on top again this year, worth \$1.6 billion while the Boston Red Sox trail the Yankees by \$730 million and are ranked at #2, worth \$870 million. Falling from their number two spot last year, the New York Mets round out the Top Three, worth \$858 million. This year’s Top 10 Most Valuable Major League Baseball Teams are:

RANK	TEAM	OWNER	CURRENT VALUE (\$ mil)	1-YEAR CHANGE IN VALUE %	REVENUES (\$mil)	OPERATING INCOME (\$mil)
1	New York Yankees	George Steinbrenner	\$1,600	7%	\$441	\$24.9
2	Boston Red Sox	J. Henry, T. Werner	870	4	266	40
3	New York Mets	Fred Wilpon	858	-6	268	26.2
4	Los Angeles Dodgers	Frank McCourt	727	1	247	33.1
5	Chicago Cubs	Ricketts Family	726	4	246	25.5
6	Philadelphia Phillies	David Montgomery	537	8	233	14.5
7	Los Angeles Angels of Anaheim	Arturo Moreno	521	2	217	12
8	St. Louis Cardinals	William DeWitt Jr.	488	0	195	12.8
9	San Francisco Giants	William Neukom	483	3	201	23.5
10	Chicago White Sox	Jerry Reinsdorf	466	3	194	26.4
LEAGUE AVERAGE			491	2	197	17.4

ALSO IN THIS ISSUE: No One-Trick Ponies (p. 70) – With a winning team, a new \$346 million stadium and impressive profits, the Phillies are the envy of many a team owner. What’s the secret to the durability of this franchise?

Visit www.forbes.com/mlb on Wednesday, April 7 after 6 p.m. EDT for more, including slideshows, interviews, and tear sheets on all 30 MLB teams.

**For more information or to schedule an interview:
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