

FORBES ANNOUNCES 2010 NFL TEAM VALUATIONS
Dallas Cowboys Remain Most Valuable Team



New York, NY (August 25, 2010) – Forbes has announced its annual valuations of the National Football League’s 32 teams (p. 58 of the September 13 issue). The Dallas Cowboys are the most valuable team in the league for the fourth consecutive year; the team’s value increased 9% - a league high - to \$1.8 billion. NFL team values overall fell 2% last season to an average of \$1.02 billion, the first decline since Forbes began tracking the league’s finances in 1998, with 21 of the league’s 32 teams seeing their worth drop.

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

Rank	Team	Owner	Current Value (\$mil)	1-year Change in Value%	Debt/Value%	Revenues (\$mil)	Operating Income (\$mil)
1	Dallas Cowboys	Jerral Jones	\$1,805	9	11	\$420	\$143.3
2	Washington Redskins	Daniel Snyder	1,550	0	15	353	103.7
3	New England Patriots	Robert Kraft	1,367	0	20	318	66.5
4	New York Giants	John Mara, Steven Tisch	1,182	0	55	241	2.1
5	Houston Texans	Robert McNair	1,171	2	17	272	36.5
6	New York Jets	Robert Wood Johnson IV	1,144	-2	66	238	7.6
7	Philadelphia Eagles	Jeffrey Lurie	1,119	0	16	260	34.7
8	Baltimore Ravens	Stephen Bisciotti	1,073	-1	25	255	44.9
9	Chicago Bears	McCaskey family	1,067	-1	9	254	37.3
10	Denver Broncos	Patrick Bowlen	1,049	-3	14	250	22
	LEAGUE AVERAGE		1,022	-2	20	251	33.4

This latest issue of Forbes, featuring the 2010 NFL rankings, also includes a **cover story on the Chicago Bears (Save Da Bears!” p.56)** that explores why the Bears are the NFL’s most neglected brand and the best opportunity in football.

For more information, including the full rankings, expanded tables, charts, and stories (including a piece on “The Business of Football”), visit: www.forbes.com/nfl after 6 pm ET on Wednesday, August 25.

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