

FORBES ANNOUNCES 2011 NFL TEAM VALUATIONS
Dallas Cowboys Remain Most Valuable Team For Fifth Consecutive Year

New York, NY (September 7, 2011) – Forbes has announced its annual valuations of the National Football League’s 32 teams (p. 86 of the September 26 issue). With its labor strife settled, the average NFL team is now worth \$1.04 billion, up 1.4% from last year. Teams averaged \$261 million in revenues and \$30.6 million in operating income during the 2010 season. The Dallas Cowboys are the most valuable team in the league for the fifth consecutive year; the team’s value increased 2% to \$1.85 billion. The New York Giants, up 10% to \$1.3 billion, had the biggest value gain thanks to the success of their new home, MetLife Stadium.

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	\$1,850	2	18	\$406	\$119.0
2	Washington Redskins	Daniel Snyder	1,555	0	26	352	65.6
3	New England Patriots	Robert Kraft	1,400	2	19	333	42.9
4	New York Giants	John Mara, Steven Tisch	1,300	10	50	293	40.6
5	New York Jets	Robert Wood Johnson IV	1,223	7	61	285	25.1
6	Houston Texans	Robert McNair	1,202	3	17	283	41.0
7	Philadelphia Eagles	Jeffrey Lurie	1,164	4	9	274	28.9
8	Chicago Bears	McCaskey Family	1,093	2	11	266	43.4
9	Green Bay Packers	Shareholder-Owned	1,089	7	2	259	12.0
10	Baltimore Ravens	Stephen Bisciotti	1,088	1	25	262	24.9
	LEAGUE AVERAGE		1,036	1%	20	261	30.6

This latest issue of *Forbes*, featuring the 2011 NFL rankings, also includes a story on the Green Bay Packers (**The Power Of The Packers**, p.86) that explores how a team in the smallest major-league sports market is so successful both on the field and on the balance sheet. With diehard fans (every home game since 1960 has sold out), a recent Superbowl win, upcoming stadium enhancements and the league’s new collective bargaining agreement, the Packers look stronger than ever. *Forbes* Staff Writer Jeff Bercovici shadowed Packers President and CEO Mark Murphy for the annual shareholders meeting in July, discovering how tiny Green Bay became the NFL’s most improbable financial juggernaut.

For more information, including the full rankings, expanded tables, charts, and stories **visit:**
www.forbes.com/nfl after 6 pm ET on Wednesday, September 7.

Contact: Alexandra Talty at (212) 367-4874 or atalty@forbes.com.

