

FORBES ANNOUNCES NBA TEAM VALUATIONS

New York Knicks Regain No. 1 Spot; LeBron James' Move Boosts Miami Heat's Value By \$60 Million

New York, NY (January 26, 2011) – Forbes has announced its annual valuations of the National Basketball Association's 30 teams, naming the New York Knicks as the most valuable team at \$655 million (**p. 96**). The Knicks' value increased 12% in the past year due to increased ticket sales and sponsorships at Madison Square Garden. The Los Angeles Lakers slip to **No. 2**, with a value of \$643 million. Highlights include:

- The average team is worth \$369 million, up 1% from last year, but below the peak of \$379 million from two years ago.
- LeBron James' move led to the biggest jump (Miami Heat) and the largest decline (Cleveland Cavaliers) in this year's NBA valuations. The Cavaliers' value fell 26% to \$355 million.
- The average team earned \$6.1 million in operating income, but 17 teams lost money which is the most since the lockout-shortened 1998-99 season.

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	New York Knicks	Madison Square Garden	\$655	12%	0%	\$226	\$64
2	Los Angeles Lakers	Jerry Buss, Philip Anschutz	643	6	19	214	33.4
3	Chicago Bulls	Jerry Reinsdorf	511	0	11	169	51.3
4	Boston Celtics	Wycliffe Grousbeck	452	5	40	151	4.2
5	Houston Rockets	Leslie Alexander	443	-6	16	153	35.9
6	Dallas Mavericks	Mark Cuban	438	-2	46	146	-7.8
7	Miami Heat	Micky Arison	425	17	38	124	-5.9
8	Phoenix Suns	Robert Sarver	411	-4	45	147	20.4
9	San Antonio Spurs	Peter Holt	404	1	10	135	-4.7
10	Toronto Raptors	Ontario Teachers' Pension Plan	399	3	34	138	25.3
	LEAGUE AVERAGE		369	1	38	127	6.1

PLUS:

- **Buzzer Beater (p. 92)** - Magic owner Rich DeVos scored a \$380 million arena just as the Orlando economy tanked. Will the new arena and the NBA superstar Dwight Howard boost the Magic's bottom line?
- **The Magic's Money Machine (p. 94)** – Orlando's new arena, the Amway Center, is a money-making machine with fan spending increasing by 50% per game since it has opened. Take peek inside this state-of-the-art arena.

For more information, including the full rankings, expanded tables, charts, and stories, visit: www.forbes.com/nba after 6 p.m. ET on Wednesday, January 26.

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