

**EMBARGOED UNTIL 6:00 P.M. ET,
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**FORBES' 2011 SOCCER VALUATIONS
Manchester United Remains #1; Average Value increases to \$640 Million**

New York, NY (April 20, 2011) – *Forbes* announces its annual soccer valuations in its May 9 issue, on newsstands this week, and at www.forbes.com/soccer. In **Profits On The Pitch (p. 176)**, *Forbes* takes an inside look at the business of soccer. The average value of the world's 20 richest soccer clubs increased to \$640 million, 1.3% more than last year; while operating income rose 25%, to an average of \$40 million.

For the seventh year in a row, the United Kingdom's Manchester United is #1 on the *Forbes* list ranking the most valuable soccer teams, with a value of \$1.86 billion. Real Madrid holds steady at #2 with a value of \$1.45 billion, while Arsenal maintains its position of #3 at \$1.19 billion. Bayern Munich edges up one spot to #4 at \$1.1 billion; while Barcelona drops one spot to #5 with a value of \$975 million.

The soccer package also includes a story on the **Highest Paid Soccer Players (p. 180)**, as well as a profile on **"Silent" Stan Kroenke (p. 22)**, who has arguably become the world's biggest sports mogul.

Forbes values teams based on what they have sold for in the past relative to sales and profits, broadcast agreements and debt from new or pending stadium deals. The revenue and operating income are for the 2009-2010 season. Following are the Top 10:

Rank	Team	Owner/Majority Shareholder	Current Value (\$ Mil)	1-Yr % Change	Revenues (\$ Mil)	Operating Income (\$ Mil)
1	Manchester United	Glazer family	\$1,864	+2%	428	148
2	Real Madrid	Club members	1,451	+10	537	137
3	Arsenal	E. Stanley Kroenke	1,192	+1	336	90
4	Bayern Munich	Club members	1,048	+6	396	75
5	Barcelona	Club members	975	-2	488	46
6	AC Milan	Silvio Berlusconi	838	+5	289	37
7	Chelsea	Roman Abramovich	658	+2	313	37
8	Juventus	Agnelli family	628	-4	251	57
9	Liverpool	John Henry, Tom Werner	552	-33	276	60
10	Inter Milan	Massimo Moratti	441	7	275	49

For the complete rankings, the highest paid soccer players and more, please visit Forbes.com at: www.forbes.com/soccer after 6 p.m. ET on Wednesday, April 20.

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