

GATORADE® PLAYER OF THE YEAR OFFICIAL RULES

- 1. HERE'S HOW IT WORKS:** Varsity high school student-athletes of both genders and in any class year compete for the Gatorade Player of the Year honors in 12 sports. Gatorade Player of the Year recognition is awarded only to those attending high school within the 50 United States and District of Columbia participating in one of the sports listed below and sanctioned under the rules and regulations of the respective state scholastic athletic associations.

The sports in which high school athletes compete for Gatorade Player of the Year are: boys' football, girls' volleyball, boys' and girls' cross country, boys' and girls' basketball, boys' and girls' soccer, boys' baseball, girls' softball as well as boys' and girls' track and field. Every Gatorade State Player of the Year winner is eligible to earn National Gatorade Player of the Year honors in their sport. In all, 604 state winners (across all Gatorade Player of the Year sports) and 12 national winners (one from each Gatorade Player of the Year sport, including six from each gender) are chosen annually throughout each scholastic academic year.

A national electorate of approximately 400 balloters from the prep sports world—including media, coaches, athletic administrators and former National Gatorade Player of the Year winners—vote to elect one Gatorade Male Athlete of the Year and one Gatorade Female Athlete of the Year.

- 2. TO NOMINATE:** Individuals are encouraged to nominate deserving high school student-athletes. You may nominate yourself. Nominations are reviewed beginning in September and continue through the following June. All nominations must be received by a rolling date, depending on the sport. Please go to: www.playeroftheyear.gatorade.com for sport-specific deadlines. For nomination information, visit www.playeroftheyear.gatorade.com and follow the on-line instructions. Nominations become the sole property of Sponsor and none will be returned. All nominations must be made online.
- 3. JUDGING CRITERIA:** Eligible nominations will be judged by a panel of experts under the supervision of The Gatorade Company, whose decisions are final with respect to all matters concerning Gatorade Player of the Year. The initial pool of nominations will be selected solely on the basis of athletics. In later stages of judging, in evaluating the relative merits of top contenders, winners are identified and selected based upon a 60-percent weighting of overall athletic resume (including a primary assessment of the current season) along with a 40-percent weighting of academic achievement and character. In the event of a tie, tied nominations will be reconsidered using the above criteria.
- 3. AWARDS:** In all, 604 Gatorade State Players of the Year will personally receive one award consisting of a engraved state winner trophy. The school of each state winner will receive one engraved state winner trophy and one state winner banner.

In addition to the state award, 12 Gatorade National Players of the Year will personally receive one engraved national winner trophy, and a trip (hotel accommodations and airfare included) to the Gatorade Athlete of the Year luncheon and tickets to the ESPY Awards, accompanied by two parents/chaperones, to be held in Los Angeles, CA. The school of each national winner will receive one national winner trophy and one national winner banner.

Two Gatorade High School Athletes of the Year (one male and female winner) will each receive an engraved athlete of the year trophy.

Awards are not transferable or redeemable for cash and award substitutions will not be allowed.

4. **ELIGIBILITY AND MARKETS:** Varsity high school student-athletes of both genders and any class year competing in those among the 50 United States and District of Columbia that sanction one of the listed sports under the rules and regulations of their respective state scholastic athletic associations are eligible to be nominated.
5. **GENERAL RULES:** The Gatorade Company is the Sponsor of this program and owns all rights to the Gatorade Player of the Year and Gatorade Athlete of the Year concept, program, selection process, logos and all printed materials.

Sponsor reserves the right to: (a) use winner's name and likeness and publish all entries submitted, (b) alter, amend, edit or change entries prior to publication and (c) use, publish, reproduce, alter, amend and copyright for purposes of advertising, promotion and trade related exclusively to the Gatorade Player of the Year Award and/or Gatorade Athlete of the Year Award, not in the form of a product endorsement, without further compensation, unless prohibited by law or NCAA Bylaws, if applicable. By accepting award winners agree to hold Sponsor, its respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of Award. Entrants (and parent/legal guardian of entrant if he/she is a minor) agree to release, discharge and hold harmless Sponsor, its parent company, PepsiCo, Inc., and their respective subsidiaries, affiliates, officers, directors, shareholders, employees, agents, attorneys, other representatives, advertising, promotion and fulfillment agencies, harmless from and against any and all liability and damages as a result of use or acceptance of any Award. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of The Gatorade Company. Sponsor is not responsible for any typographical/other error in presentation/administration of contest award announcements or for any liability for damage to any computer system resulting from participation in, accessing, transmitting or downloading information in connection with this Award Program. If, in the judges' opinion, there is any suspected or actual evidence of tampering with any portion of the contest, or if technical difficulties compromise the integrity of the contest, the judges reserve the right to terminate or modify the contest in a manner deemed appropriate, at the judges' sole discretion. The Gatorade Athlete of the Year and Player of the Year award program are owned by The Gatorade Company.

6. **WINNER'S LIST:** Each sports winner's list will be available on-line at www.gatorade.com/playeroftheyear as selected throughout the year. For a complete winners list, including Gatorade Athlete of the Year, available after July 30, 2010, go to www.gatorade.com/playeroftheyear or send a separate, stamped, self-addressed (#10) envelope, to: Gatorade Player of the Year Program, 875 N. Michigan Ave., Suite 3300, Chicago, IL 60611 to be received by August 28, 2010.

Sponsor: The Gatorade Company, 555 W. Monroe St., Chicago, IL 60661.