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**KINSTON HIGH SCHOOL STANDOUT NAMED
GATORADE® NORTH CAROLINA BOYS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 18, 2010) — In its 25th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Reggie Bullock of Kinston High School as its 2009-10 Gatorade North Carolina Boys Basketball Player of the Year. Bullock is the second Gatorade North Carolina Boys Basketball Player of the Year to be chosen from Kinston High School.

The award, which recognizes not only outstanding athletic excellence, but also high standards of academic achievement and exemplary character demonstrated on and off the court, distinguishes Bullock as North Carolina's best high school boys basketball player. Now a finalist for the prestigious Gatorade National Boys Basketball Player of the Year award to be announced in March, Bullock joins an elite alumni association of past state boys basketball award winners, including Chris Paul (2002-03, West Forsyth HS, N.C.), Kevin Garnett (1992-93, Maudlin HS, S.C.), Chauncey Billups (1993-94 & 1994-95, George Washington HS, Colo.), Jason Kidd (1991-92, St. Joseph Notre Dame HS, Calif.), Paul Pierce (1994-95, Inglewood HS, Calif.) and Chris Bosh (2001-02, Lincoln HS, Texas).

The 6-foot-7 senior guard led the Vikings (27-4) to the Class 2A state tournament title this past season, averaging 23.5 points, 11.4 rebounds, 5.2 assists, 3.4 steals and 2.3 blocks per game. A McDonald's All-American and Jordan Brand Classic All-American selection, Bullock amassed 15 points and 10 rebounds in the 51-29 state championship game victory against West Caldwell, capturing Most Valuable Player honors. Also named to the 2010 USA Basketball Junior National Select Team this winter, he scored his 2,000th point in the final game of his career. Bullock averaged 23 points, seven rebounds and six assists per game as a junior and led Kinston to the 2007-08 Class 3A state championship as a sophomore.

Bullock has maintained a B average in the classroom. He has donated his time locally as a youth basketball instructor, at the Holloway Recreation Center, on behalf of Rotary International and as part of both the Walk to Defeat ALS and the Walk to Cure Diabetes.

"He's a 6-foot-7 wing who embodies the term quiet star," said Dave Telep, the National Recruiting Director for Scout.com. "In an era of guys who seek out the spotlight, Bullock is content to go about the business of winning. A smooth operator, he's got the size, skill and talent to play this game a long time."

Bullock has signed a National Letter of Intent to play basketball on scholarship at the University of North Carolina this fall.

The Gatorade Player of the Year program annually recognizes one winner in the District of Columbia and each of the 50 states that sanction high school football, girls volleyball, boys and girls cross country, boys and girls basketball, boys and girls soccer, baseball, softball, and boys and girls track & field, and awards one National Player of the Year in each sport. The selection process is administered by ESPN RISE and the Gatorade high school sports leadership team, which work with top sport-specific experts and a media advisory board of accomplished, veteran prep sports journalists to determine the state winners in each sport.

Bullock joins recent Gatorade North Carolina Boys Basketball Players of the Year Ryan Kelly (2008-09, Ravenscroft School) and Ty Walker (2007-08 & 2006-07, New Hanover) among the state's list of former award winners.

To celebrate the award's 25th anniversary, Gatorade wants you to vote for the All-Time Greatest Players of the Year at gatorade.com/POY25. To keep up to date on the latest happenings, become a fan of Gatorade Player of the Year on Facebook and follow us on Twitter. For more on the Gatorade Player of the Year program, including nomination information, a complete list of past winners, and the announcement of the Gatorade National Player of the Year, visit playeroftheyear.gatorade.com.

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