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**WHITE STATION HIGH SCHOOL STANDOUT NAMED
GATORADE® TENNESSEE 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 Joe Jackson of White Station High School as its 2009-10 Gatorade Tennessee Boys Basketball Player of the Year. Jackson is the third Gatorade Tennessee Boys Basketball Player of the Year to be chosen from White Station 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 Jackson as Tennessee'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, Jackson 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).

At the time of his selection, the 6-foot senior guard had led the Spartans (26-8) to the Class AAA state quarterfinals, scheduled for March 18. A McDonald's All-American selection, Jackson is averaging 30.0 points per game and will enter the state quarterfinals with 3,389 career points. The 2009 *Memphis Commercial Appeal* Player of the Year, Jackson is a repeat finalist for the Class AAA Mr. Basketball award.

Jackson has maintained a B-plus average in the classroom. A member of his school's student council, Jackson has volunteered locally with the Boy Scouts of America and has donated his time by visiting children at the St. Jude Children's Research Hospital.

"Joe Jackson's a terrific talent," said John Carroll, head coach of the Amateur Athletics Union club team New England Playaz, which lost to Jackson and the Memphis Magic in the final of the 2009 adidas Super 64 Tournament. "He's probably the quickest kid we've ever played against. He's just a tremendous, tremendous offensive talent. He can get his shot at any point. He's just really, really, really good."

Jackson has signed a National Letter of Intent to play basketball on scholarship at the University of Memphis 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.

Jackson joins recent Gatorade Tennessee Boys Basketball Players of the Year John Jenkins (2008-09, Station Camp), Leslie McDonald (2007-08, Briarcrest Christian School), and Maurice Miller (2006-07, Raleigh-Egypt) 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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