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**WEST MEMPHIS HIGH SCHOOL STANDOUT NAMED
GATORADE® ARKANSAS SOFTBALL PLAYER OF THE YEAR**

CHICAGO (June 9, 2010) — In its 25th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Shelby Jo Fenter of West Memphis High School as its 2009-10 Gatorade Arkansas Softball Player of the Year. Fenter is the first Gatorade Arkansas Softball Player of the Year to be chosen from West Memphis 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 field, distinguishes Fenter as Arkansas' best high school softball player. Now a finalist for the prestigious Gatorade National Softball Player of the Year award announced in June, Jo Fenter joins an elite alumni association of past state award-winners in 12 sports, including Alicia Hollowell (2000-01, Fairfield HS, Calif.), Derek Jeter (1991-92, Kalamazoo HS, Mich.), Candace Parker (2001-02, Naperville Central HS, Ill.), Abby Wambach (1997-98, Our Lady of Mercy, N.Y.), Mark Sanchez (2004-05, Mission Viejo HS, Calif.), Angela Tincher (2002-03, James River HS, Va.) and Kenzie Fowler (2006-07, Canyon del Oro HS, Ariz.).

The 5-foot-8 senior pitcher led the Blue Devils (16-7) to the Class 6A state quarterfinals this past season, posting a 16-7 record and a 1.69 earned run average while recording 349 strikeouts and issuing just 36 walks. Fenter recorded three no-hitters and 12 shutouts, allowing only 59 hits in 154.2 innings. At the plate, the four-time Class 6A First Team All-State selection batted .551 with eight home runs, 14 doubles and 30 RBI, amassing a 1.188 slugging percentage.

Fenter has maintained an unweighted 3.79 GPA in the classroom. The West Memphis High Homecoming Queen in 2009, she has volunteered locally at an animal shelter and as part of a fundraising campaign for St. Jude's Hospital.

"Not only was Shelby Jo Fenter their ace pitcher, she was the hitter that West Memphis had that could actually beat you," said David Horton, head coach of rival Marion High. "With her pitching, you didn't need many runs. If they could score a couple runs, they were in every ballgame. We tried not to pitch to her, she was that good. The only times we got her out was when she hit balls very hard right at somebody."

Fenter has signed a National Letter of Intent to play softball on scholarship at Arkansas Tech University 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.

Fenter joins recent Gatorade Arkansas Softball Players of the Year Shelby Wise (2008-09, Nettleton High School), Shelby Wise (2007-08, Nettleton) and Amanda Summerford (2006-07, Fayetteville) among the state's list of former award winners.

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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