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**CONCORD HIGH SCHOOL STANDOUT NAMED
GATORADE® NEW HAMPSHIRE 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 Kelsey Martel of Concord High School as its 2009-10 Gatorade New Hampshire Softball Player of the Year. Martel is the second Gatorade New Hampshire Softball Player of the Year to be chosen from Concord 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 Martel as New Hampshire's best high school softball player. Now a finalist for the prestigious Gatorade National Softball Player of the Year award announced in June, Martel 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 junior right-handed pitcher led the Crimson Tide (20-1) to the semifinals of the Class L state tournament, scheduled for June 9. At the time of her selection, Martel owned a 16-1 record with a 0.65 ERA and 147 strikeouts in 99.1 innings, holding opposing hitters to a .152 batting average. A member of the Concord 14U All-Star team in club competition, Martel had thrown a pair of no-hitters this season averaging 10.3 strikeouts per outing through 17 games this season.

Martel has maintained a 93.9 average in the classroom. An active member of her church community, she has volunteered locally as part of multiple community service initiatives in association with the National Honor Society.

"We couldn't have asked for any more than what Kelsey Martel has given us this season," said Concord High Head Coach Duke Sawyer. "She really stepped up when we needed it and she's been one of the best pitchers in the state."

Martel will begin her senior year of high school 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.

Martel joins recent Gatorade New Hampshire Softball Players of the Year Paige Hansen (2008-09, Concord) and Amanda Barton (2007-08 & 2006-07, Franklin) 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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