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**TEMPE HIGH SCHOOL STANDOUT NAMED
GATORADE® ARIZONA BOYS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 17, 2011) — In its 26th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Jordan Baker of Tempe High School as its 2010-11 Gatorade Arizona Boys Basketball Player of the Year. Baker is the first Gatorade Arizona Boys Basketball Player of the Year to be chosen from Tempe 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 Baker as Arizona'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, Baker joins an elite alumni association of past state boys basketball award winners, including Dwight Howard (2003-04, SW Atlanta Christian Academy, Ga.), 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-3, 185-pound senior guard averaged 27.3 points, five rebounds, 4.5 assists and 2.5 assists this past season while shooting 74.1 percent from the free throw line and leading the Buffaloes (27-10) to the Class 4A Division II state final. A 2011 East Valley Tribune All-State selection, he set a school record when he scored 50 points in a win over Seton Catholic High in December.

Baker has maintained a B average in the classroom. A devoted member of his church community, he has volunteered locally on behalf of the Salvation Army.

"Jordan Baker is one of the finest basketball players I have ever coached," said Tempe High Head Coach Bryan Snyder. "He overcame a very serious injury last season and returned to become one of the best players in all of Arizona."

Baker has signed a National Letter of Intent to play basketball on scholarship at Pepperdine 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.

Baker joins recent Gatorade Arizona Boys Basketball Players of the Year Corey Hawkins (2008-09 & 2009-10, Estrella Foothills) and Taylor Rohde (2007-08, Pinnacle), 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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