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**WINTER PARK HIGH SCHOOL STANDOUT NAMED
GATORADE® FLORIDA 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 Austin Rivers of Winter Park High School as its 2010-11 Gatorade Florida Boys Basketball Player of the Year. Rivers is the first Gatorade Florida Boys Basketball Player of the Year to be chosen from Winter Park 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 Rivers as Florida'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, Rivers 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-4, 190-pound senior shooting guard led the Wildcats (28-5) to their second straight Class 6A state title this past season. Rivers averaged 28.8 points, 6.1 rebounds, 2.2 assists and two steals per game while shooting better than 66 percent from inside the 3-point arc. A 2011 McDonald's High School All-American Game selection and the 2011 Naismith National High School Boys Basketball Player of the Year, he is ranked as the No. 1 recruit in the ESPNU Top 100.

Rivers has maintained a B average in the classroom. He has volunteered locally on behalf of food and clothing drives for the needy and completed a service trip to Alabama where he helped rebuild a YMCA.

"In the state of Florida, Austin Rivers is head and shoulders above all others," said Anthony Long, head coach of rival Dr. Phillips High. "He's a special talent and, in my opinion, he is clearly the best player in the state."

Rivers has signed a National Letter of Intent to play basketball on scholarship at Duke 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.

Rivers joins recent Gatorade Florida Boys Basketball Players of the Year Brandon Knight (2008-09 & 2009-10, Pine Crest School) and Ray Shipman (2007-08, Monsignor Pace), 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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