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**JEFFERSON HIGH SCHOOL STANDOUT NAMED
GATORADE® IOWA 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 Jarrod Uthoff of Jefferson High School as its 2010-11 Gatorade Iowa Boys Basketball Player of the Year. Uthoff is the first Gatorade Iowa Boys Basketball Player of the Year to be chosen from Jefferson 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 Uthoff as Iowa'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, Uthoff 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-8, 190-pound senior forward averaged 26.2 points, 11.1 rebounds and 3.2 blocks this past season while shooting 84.6 percent from the free throw line, leading the J-Hawks (17-6) to the Class 4A quarterfinals. The 2011 Mississippi Valley Conference Player of the Year and the state's 2011 Mr. Basketball, he led the state in scoring with 576 points this season and finished with 1,306 points in his two-and-a-half year varsity career.

Uthoff has maintained a 4.16 GPA in the classroom. A member of the National Honor Society and his school's student council, he has volunteered locally on behalf of the Special Olympics and as a youth basketball coach.

"Jarrod Uthoff is the best player in the state in my opinion," said Justin Little, head coach of rival Waterloo West. "We play in a tough conference with a lot of Division I-caliber players and I would take him first."

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

Uthoff joins recent Gatorade Iowa Boys Basketball Players of the Year Harrison Barnes (2008-09 & 2009-10, Ames) and Matt Gatens (2007-08, City), 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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