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**BAY CITY WESTERN HIGH SCHOOL STANDOUT NAMED
GATORADE® MICHIGAN 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 Matt Costello of Bay City Western High School as its 2010-11 Gatorade Michigan Boys Basketball Player of the Year. Costello is the first Gatorade Michigan Boys Basketball Player of the Year to be chosen from Bay City Western 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 Costello as Michigan'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, Costello 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-9, 235-pound junior forward and center led the Warriors to a 22-2 record and a berth in the Class A regional final against Clarkston High, scheduled for March 16. Entering the state tournament's round of 16, Costello was averaging 19.8 points, 13 rebounds and 3.8 blocks per game. A 2011 First Team All-State selection, his 16 double-doubles through 24 games represent a school record.

Costello has maintained a 3.7 GPA in the classroom. An accomplished trumpet player in his school's jazz, symphonic and marching bands, he has volunteered locally as an elementary school tutor and as a youth basketball coach and official.

"There is no doubt in my mind that Matt Costello is the No. 1 player in the state of Michigan," said Lou Dawkins, head coach of rival Saginaw High. "In just three short years, he has clearly shown his initiative and I'm confident he will welcome the challenges he will meet in the near future."

Costello has verbally committed to play basketball on scholarship at Michigan State University beginning in the fall of 2012.

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.

Costello joins recent Gatorade Michigan Boys Basketball Players of the Year Ray McCallum (2008-09 & 2009-10, Detroit Country Day School) and Brad Redford (2007-08, Frankenmuth), 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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