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**PISGAH HIGH SCHOOL STANDOUT NAMED
GATORADE® ALABAMA SOFTBALL PLAYER OF THE YEAR**

CHICAGO (June 9, 2011) — In its 26th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Shelby Holley of Pisgah High School as its 2010-11 Gatorade Alabama Softball Player of the Year. Holley is the second Gatorade Softball Player of the Year to be chosen from Pisgah 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 Holley as Alabama's best high school softball player. Now a finalist for the prestigious Gatorade National Softball Player of the Year award announced in June, Holley 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 6-foot senior catcher hit a national-record 35 home runs and led the Eagles (43-13-1) to the Class 3A state championship this past season. A two-time First Team All-State selection, Holley batted .617 with 98 RBI in 149 at bats. She was MVP of the Class 3A state tournament and finished her prep career with 78 home runs, breaking the national career record.

Holley has maintained an A average in the classroom. A member of her school's Beta Club and Spanish Club, she has volunteered locally on behalf of tornado disaster relief and youth softball programs.

"Shelby Holley is something special," said Chris Williams, head coach of Springville High. "She's one of the purest hitters that I've ever seen. She hits home runs everywhere and against everyone."

Holley has signed a National Letter of Intent to play softball on scholarship at Jacksonville State 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.

Holley joins recent Gatorade Alabama Softball Players of the Year Leigh Streetman (2009-10, Hueytown), Heather Parker (2008-09, Mortimer Jordan) and Lindsey Dunlap (2007-08, Hueytown), 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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