



For immediate release: Jan. 5, 2011

Reliant Energy *e-Sense*™ Smart Energy Solutions Bring the Power of Smart Grid Technology to Consumers
Company Introduces Innovative Consumer Energy Management Tools at Consumer Electronics Show in Las Vegas

HOUSTON – A new world of information about electricity use was unveiled today with the launch of Reliant *e-Sense*™ smart energy solutions. This innovative suite of new and existing tools, now packaged under the *e-Sense*™ brand name, gives Reliant Energy customers new insight into their electricity use and the power to make informed decisions that can save energy and money.

Reliant leads Texas in bringing the benefits of smart energy technology to consumers with more than 175,000 Reliant customers already using Reliant *e-Sense*™. Those customers have detailed information about how they use electricity at home, timely insights about their power use and cost, and the ability to take action to change how they buy and use power. Thousands of visitors to the Consumer Electronics Show (CES) in Las Vegas this week, Jan. 6-9, will get a first-hand look at how *e-Sense*™ is transforming the way customers interact with and think about electricity.

“Reliant customers have a revolutionary new way to understand how they buy and use electricity. These innovative new *e-Sense* tools give our customers information and convenience that simply did not exist before,” said Jason Few, Reliant Energy President. “We are bringing the benefits of the smart grid to customers today.”

Reliant’s *e-Sense* solutions are available today to the more than 2.4 million Texans with smart meters. The *e-Sense* products and services use information from the smart meters installed across Texas.

The newest product is *e-Sense* Online Account Management (OAM), available on reliant.com. *e-Sense* Online Account Management allows customers to view their electricity use in far greater detail. Customers can use OAM to see usage history by hour, week and year; then compare current usage trends to previous totals. It also gives customers a projected bill amount - before the bill even hits their mailboxes - and keeps tabs on usage by allowing customers to set a monthly budget. Customers can also stay informed with personal email alerts for usage, estimated costs and bill due date.

e-Sense Online Account Management builds on the information provided in the *e-Sense* Weekly Summary email by adding more in-depth analysis of the customer’s electricity

use. The *e-Sense* Weekly Summary email provides usage information from the previous two weeks, an estimate of total charges for the billing period and energy efficiency tips.

“I love the Weekly Summary email,” said Kevin Robinson of Houston. “Getting the emails once a week really helps. It’s neat to be able to see my electricity use. It makes me more aware of how much I’m using and gives me the opportunity to manage my usage better. I know ahead of time - before my bill arrives - whether I need to cut back on usage. The information I get from the email encourages me work harder to try to keep my bill low.”

Online Account Management and the Weekly Summary email are available to Reliant customers with smart meters at no cost.

e-Sense also includes a Time-of-Use plan, a new choice for customers who can shift their usage to lower-priced, off-peak times, helping them save money. Under this plan, the cost of electricity changes during the day based on overall demand for power, allowing customers to benefit from making choices about when and how to use electricity. By shifting high-usage activities - like doing laundry or running the dishwasher - to lower-priced times, customers can reduce their cost.

Later this year, Reliant will begin offering customers the *e-Sense* Home Energy Monitor - a portable, wireless in-home display that will give customers real-time information about their electricity use and cost.

“With the launch of Reliant *e-Sense*, we’re the first electricity provider in Texas to offer a range of innovative tools, plans and options that leverage the full benefits of the smart meters,” added Few.

At CES in Las Vegas, Reliant and NRG Energy are bringing to life the future of consumer energy by showcasing a day in the life of a Smart Energy Home. The Smart Energy Home exhibit will feature Reliant *e-Sense* smart energy solutions working in a model home along with the *eVgo*TM electric vehicle ecosystem, including a home charging station from NRG Electric Vehicle Services.

The interactive experience will take CES visitors “inside” a smart energy home, and show them how smart energy solutions, electric vehicles with in-home charging, and lower carbon/renewable electricity generation can come together to change the way Americans use electricity.

Customers who already have smart meters and want to experience the benefits of Reliant *e-Sense* smart energy solutions, can call 1-866-203-1888 or visit www.reliant.com/myesense to learn more.

About Reliant Energy:

Reliant Energy provides electricity and energy services to more than 1.5 million retail customers—including homes, small and large businesses, manufacturing facilities, government entities and institutions across Texas. As part of NRG Energy (NYSE:

NRG), Reliant Energy is backed by one of the nation's largest power producers. NRG owns and operates nearly 26,000 megawatts of generation capacity, including more than 11,000 megawatts of capacity in Texas. For more information about Reliant Energy products and services, visit www.reliant.com.

###

For more information: Pat Hammond, Reliant Energy, 713-497-7723