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**Reliant Energy Online Newsletter Takes Top Honors
at 25th Annual AMA Houston Crystal Awards**

HOUSTON – Reliant Energy took top honors for Best Online Newsletter at the 25th Annual American Marketing Association Houston Crystal Awards at the awards ceremony May 26.

The award recognized the company's informative online newsletter, energywisesm, which provides advice for all consumers, whether they are Reliant Energy customers or not, on energy efficiency, smart energy products, smart grid technology and the company's efforts to support a clean energy future. To sign up to receive the newsletter, visit www.reliant.com/energywiseneews.

"Successful marketing reaches customers where they live," said Karen Jones, chief marketing officer at Reliant. "With so many people getting their information online we've added an online newsletter to our toolkit, along with TV advertising, our sponsorship agreements like Reliant Park in Houston, outdoor advertising and social media to help drive awareness and engagement around our products and services."

The AMA Houston Crystal Awards are open to all marketing professionals in the area, but only honor those that have exhibited superior strategic campaigns over the past year. Each entry is judged on the ability of a campaign to address a core problem, while using measurable objectives to develop a "winning" strategic message. With more than 400 attendees, the event showcased and reviewed marketing campaigns in a range of categories.

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. The company also offers service to commercial, industrial, governmental and institutional customers in New Jersey, Pennsylvania, Maryland, Delaware and the District of Columbia. As part of NRG Energy, Inc. (NYSE: NRG), Reliant Energy is backed by one of the nation's largest power producers. NRG owns and operates 25,000 megawatts (MW) of generation capacity, including more than 11,000 MW of capacity in Texas. For more information about Reliant Energy products and services, visit www.reliant.com.

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