

FOR IMMEDIATE RELEASE

**Consumer-Focused Reliant Ads Bring Home Industry Awards**

*– Back-to-Back Advertising Wins Recognize Creative Messages  
That Showcase Company's Value and Fun Side –*

**HOUSTON, Nov. 14, 2013** — They've made viewers chuckle, think and swoon for a well-known voice; now Reliant advertising spots are earning industry recognition with a series of award wins. Reliant's ads recently won awards from E Source, InsightExpress and the Association for Demand Response & Smart Grid (ADS).

"This year we took a different approach with our advertising to demonstrate that Reliant has our customers' best interests at heart, while bringing a smile to their faces," said Sicily Dickenson, NRG Energy's Chief Marketing Officer. "Receiving these awards for our advertising is a testament to Reliant's approach to our customers. We are proud to earn these industry recognitions and are looking forward to sharing more of our company's personality through ads in the future."

The recent advertising wins include:

- **2013 E Source Utility Ad Awards Contest Winner:** Reliant's "Stage Home/Move" ads won for the Best Overall Campaign and its "Armadillo AI" spot won for Best TV/Video Ad. The E Source Awards reward creative excellence in utility advertising. Judges chose winners based on the message, creativity and call to action. This year, E Source received more than 600 submissions, a record number of entries.
- **2013 InsightExpress Awards:** Reliant's 2012 video campaign with Hulu beat out Universal Studios Home Entertainment and Ted to win the 2013 InsightExpress Award. The award recognizes digital advertising that influences a brand's business and delivers measurable results. Reliant won because of the campaign's use of humor, easy-to-understand content, positive messaging and celebrity partnerships.
- **2013 Griddie:** This marks the second consecutive year Reliant has won a Griddie. Reliant won in the commercials category for its spot "Party" explaining how homeowners can set AccountAlerts to notify them when their electricity usage spikes. The Griddie awards recognize the work of those in the smart grid and demand response industry.

The ads were created by Reliant's ad agency partner, Grey San Francisco. To view Reliant's ads, visit [www.youtube.com/reliantenergy](http://www.youtube.com/reliantenergy).

**About Reliant**

Reliant provides electricity, smart energy solutions, and energy services to business and residential customers across Texas. Reliant is part of NRG (NYSE: NRG), a Fortune 500 company that is at the forefront of changing how people think about, buy and use energy. Backed by a diverse portfolio of about 100 power generating facilities that can support over 40 million homes nationwide, NRG's retail businesses, including Reliant, collectively comprise Texas' largest retail energy provider and serves more than 2 million customers in 10 states and the District of Columbia. For more information about Reliant products and services, please visit [www.reliant.com](http://www.reliant.com). Connect with Reliant on Facebook at [www.facebook.com/reliantenergy](https://www.facebook.com/reliantenergy) and on Twitter @reliantenergy.

**Contacts:**

Pat Hammond

713.537.2157

[Patricia.Hammond@nrgenergy.com](mailto:Patricia.Hammond@nrgenergy.com)

[Twitter.com/@reliantmedia](https://twitter.com/@reliantmedia)