



NRG Energy, Inc. Launches New Retail Business, Empowers Residents with Unprecedented Choice and Control

September 4, 2013

– NRG Residential Solutions Kicks Off in Philadelphia and Surrounding Area –

PHILADELPHIA--(BUSINESS WIRE)--Sep. 4, 2013-- NRG Energy, Inc. (NYSE:NRG) announced today the launch of NRG Residential Solutions, a new retail energy business that will change the way people buy and use energy. NRG Residential Solutions offers consumers unprecedented choice in their energy options by allowing customers to customize their electricity plan based on what is important to them – whether it's deciding how long to secure their price, how much green power they want, how they prefer to get rewarded, or even if they want to incorporate cutting-edge efficiency tools.

"It's a new day for residents in the Philadelphia area – and beyond," said James Steffes, President, NRG Retail Northeast. "While local consumers have had the power to choose their retail energy provider for years, nearly 70 percent are still buying their power the old fashioned way, through their utility company. We expect to win them over by showing them we're a different kind of energy company – one that is focused on a smart and innovative energy future that offers them a rewarding way to buy and use energy."

Residents can choose from plans that emphasize choice, control, rewards and innovation based on what fits their lifestyle and specific needs. All plans include a one-time rebate program called 2¢ Sundays, which can be coupled with enrollment bonuses or cash-back programs for even more rewards.

Consumers can currently choose from these NRG Residential Solutions plans:

- **Design Your Own Plan:** Choice is power, and NRG Residential Solutions puts the power in customers' hands. From pricing terms and preferred rewards to renewable energy levels, this plan offers the ultimate in choice and customization.
- **Learn & ConserveSM Plan featuring the Nest Learning ThermostatTM:** A \$249 Nest Learning Thermostat comes free with this plan. Turn it up, turn it down – the Nest thermostat remembers what temperatures customers like, creates custom schedules for their homes, and turns itself down when the family is away. People can even change the temperature from their smartphones.
- **Eagles Fan Plan:** NRG powers the Philadelphia Eagles stadium, and now NRG Residential Solutions powers Eagles fans. This plan celebrates the Eagles and their fans with authentic team merchandise and 25 percent wind-generated electricity so customers can go green and contribute to a cleaner environment.

"We're unlike any other electricity provider in the Northeast," continued Steffes. "With NRG Residential Solutions, customers are in the driver's seat with access to breakthrough energy-saving technologies and tools, such as the Nest Learning Thermostat – as well as innovations still in development, such as the NRG Clean Power Advisor, a smartphone app that will help customers decide when to run their electric appliances to lower their carbon footprint."

While the company is initiating its retail activities in Philadelphia and its surrounding suburbs – including areas of Southern New Jersey – it plans to continue expansion throughout Pennsylvania, New Jersey, Maryland, Massachusetts, the District of Columbia and beyond. For more information or to check availability, go to www.nrgresidentialolutions.com.

About NRG Residential Solutions

NRG Residential Solutions empowers residential energy customers with a new way to think about, buy and use energy. Innovative, exclusive products let customers customize their plans with unique rewards and other features that are most important to them, giving them unprecedented choice and control, and access to emerging energy technology and solutions. Residential Solutions is part of NRG Energy, Inc., a Fortune 500 company that serves more than 2 million retail customers and creates value through reliable and efficient conventional generation, while driving innovation in solar and renewable power, electric vehicle ecosystems, carbon capture technology and customer-centric energy solutions. Visit us online at nrgresidentialolutions.com and follow us on Twitter @NRGMedia.



Source: NRG Energy, Inc.

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