NRG Energy Acquires Pure Energies Group, Adding Stronger Online Platform for Customer Access to NRG's Rapidly Expanding Residential Solar Business

October 2, 2014

Pure Energies builds on recent acquisitions to empower customers to go solar in an easy and streamlined way

PRINCETON, N.J.--(BUSINESS WIRE)--Oct. 2, 2014-- NRG Energy, Inc. (NYSE:NRG) has acquired Pure Energies Group, Inc. (Pure Energies), a residential solar industry leader in the critical area of web-based customer acquisition. Pure Energies completes the residential solar capabilities NRG has been working to assemble and perfectly complements NRG's acquisition earlier this year of Roof Diagnostics Solar, a leader in home solar direct sales and installation, and NRG's own Residential Solar Solutions, which has focused on the financing and business operations associated with solar leasing. All of these capabilities and operations, combined as NRG Home Solar, create a one-stop shop for prospective solar customers, offering the optimal rooftop solar system customized to their homes and needs.

Pure Energies and its proprietary customer acquisition process will help NRG Home Solar reduce customer acquisition costs while providing a simplified solar adoption process. Pure Energies' online capabilities also are expected, ultimately, to provide a valuable sales channel for NRG's Goal Zero line of portable solar and energy storage products and NRG's retail businesses (NRG, Reliant and Green Mountain).

"Home solar is the gateway for most American consumers to join the growing movement toward a clean energy future, and the combination of Pure Energies' rapid growing online footprint with our existing residential solar platform will enhance our ability to provide customers, wherever they are, the freedom to make their own clean energy and capitalize on the energy generating potential of their own home," said David Crane, President and CEO of NRG Energy. "While residential solar is being increasingly embraced by homeowners of all ages across the United States, buying over the internet is the acquisition channel of choice in particular for the younger generation of Americans for whom commitment to a sustainable lifestyle is a fundamental part of their DNA."

"We are focused on being a trusted energy advisor to help homeowners save money on their electricity bills while they invest in a more sustainable lifestyle," said Zbigniew Barwicz, President of Pure Energies. "Being part of NRG Home Solar allows us to increase our abilities to support homeowners by facilitating the adoption of solar energy and home conservation products across the United States.

Pure Energies advises homeowners on residential solar systems and home conservation products to help them save money and make a difference in their communities. The company, which previously also used the One Block Off the Grid (1BOG) brand, empowers customers to make smart decisions about home solar adoption. Through a unique online platform, Pure Energies is able to, within minutes, identify and provide a detailed analysis of the customer's home solar feasibility versus their energy needs.

"NRG strives to provide customers with the easiest path to assess the benefits of home solar," said Kelcy Pegler Jr., President of NRG Home Solar. "With Pure Energies' wealth of experience in connecting consumers to their full energy potential – combined with NRG's strengths as a Fortune 250 company well-established in residential solar – consumers will have greater access to meet their solar needs. The team at Pure has experience in solar across multiple states and countries and has a demonstrated track record of success in the home solar business. Together, we will empower consumers to make smarter, better informed decisions as they move toward the clean energy economy."

About NRG

NRG is leading a customer-driven change in the U.S. energy industry by delivering cleaner and smarter energy choices, while building on the strength of the nation's largest and most diverse competitive power portfolio. A Fortune 250 company, we create 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. Our retail electricity providers serve nearly 3 million residential and commercial customers throughout the country. More information is available at www.nrg.com. Connect with NRG Energy on Facebook and follow us on Twitter @nrgenergy.

NRG Safe Harbor Disclosure

This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements are subject to certain risks, uncertainties and assumptions and include NRG's expectations regarding Pure Energies, NRG Home Solar and the residential solar market. Forward-looking statements typically can be identified by the use of words such as "expect," "believe," and similar terms. Although NRG believes that its expectations are reasonable, it can give no assurance that these expectations will prove to have been correct, and actual results may vary materially. Factors that could cause actual results to differ materially from those contemplated above include, among others, general economic conditions, hazards customary in the power industry, competition in wholesale power markets, the volatility of energy and fuel prices, failure of customers to perform under contracts, changes in the wholesale power markets, changes in government regulation of markets and of environmental emissions, and our ability to achieve the expected benefits and timing of our residential solar projects and the residential solar business. NRG undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The foregoing review of factors that could cause NRG's actual results to differ materially from those contemplated in the forward-looking statements included in this news release should be considered in connection with information regarding risks and uncertainties that may affect NRG's future results included in NRG's filings with the Securities and Exchange Commission at www.sec.gov.

Source: NRG Energy, Inc.

For NRG Energy
Media
David Knox, 713-537-2130
or
Erik Linden, 609-524-4519
or
Investors
Chad Plotkin, 609-524-4526
or
Daniel Keyes, 609-524-4527