

Reliant Showcases Energy Innovation at 2016 Houston Livestock Show and Rodeo®

—Iconic Event Boots up with Sweepstakes Grand Prize of Free Electricity and Home Security, Plus Power On-the-Go Solutions—

HOUSTON, TX – March 2, 2016 – Reliant once again enhances the fan experience at the Houston Livestock Show and Rodeo®, the world’s largest rodeo, happening March 1st to March 20th at NRG Park. At the Rodeo, Reliant will feature a sweepstakes awarding one year of free electricity and home security to three lucky grand prize winners, a 20-foot cowboy boot worthy of social media sharing and new portable power solutions throughout the park. Past favorites also return with the Power of Art Contest and an electricity plan that includes a new pair of Justin® Boots.

“Showcasing our electricity, home and portable power solutions at a beloved hometown tradition like the Houston Livestock Show and Rodeo is one of our favorite ways to interact with fellow Houstonians and visitors from around the world,” said Elizabeth Killinger, president of NRG Retail and Reliant. “We are excited to give Rodeo-goers the chance to win a full year of free home electricity and home security from Reliant, and at the same time keep them powered and connected on the go while enjoying time with family and friends at NRG Park.”

Win Free Power:

- **Reliant Rodeo Boots Sweepstakes:** Reliant, along with one of its sister companies, is sponsoring a sweepstakes with a grand prize of free electricity and home security (terms and conditions apply) for a year. Rodeo-goers can enter by taking a picture at one of two locations at NRG Park – the 20-foot “Reliant Big Boot” by the Rodeo’s main entrance north of NRG Stadium, or the Reliant Western Saloon located outside the livestock exhibit – and posting with the hashtag #ReliantRodeoSweeps to Instagram or Twitter. In addition, new customers who sign up for the [Reliant Rodeo plan](#) during the March 1st to March 20th contest period will be automatically entered for a chance to win. For full sweepstakes rules and conditions, please visit reliant.com/rodeo.

Get Free Boots:

- **The Reliant Rodeo Plan:** This is the only electricity plan that comes with competitive pricing and a special benefit designed just for Rodeo fans. New customers receive a free pair of Justin® Boots via mail-in voucher, plus access to information and tools that put them in control of their electricity budget.

21st Century Rodeo:

- **Portable Power:** To avoid missing any conversations and ensure capturing memorable moments, guests can recharge their phones by renting an [NRG Go Pack](#) for \$3.99 from a self-service station, available at NRG Center Hall E, or by visiting one of ten NRG Street Charge® stations located across Rodeo grounds, each a 12.5-foot tower equipped with solar panels and a bevy of mobile device charging cables.
- **Lighting the Way:** Nearly 600 solar panels greet visitors on the two pedestrian bridges leading into NRG Park. These panels generate 181kW of renewable energy –

enough to power 15 mechanical bulls simultaneously. NRG Stadium also features high-efficiency LED lights to illuminate the field and main areas, using 60 percent less energy than the venue's previous lighting and enabling real-time changes to lighting that were formerly unavailable, improving the fan experience.

Community Support:

- **“Power of Art” Student Contest:** A regular contest favorite for cowboys and cowgirls returns, with Rodeo-themed creative from 25 local elementary school students on display at NRG Park and online. From March 8 to April 1, voters will choose their favorites, and three selected winners get \$1,000 for their schools' art supplies, \$1,000 toward their districts' art supplies and a \$100 gift card and plaque to honor their individual achievement.

About Reliant, an NRG Company

Reliant provides electricity, smart energy solutions and energy services to business and residential customers across Texas. Reliant is part of NRG Energy, Inc. (NYSE: NRG), a Fortune 200 company that is at the forefront of changing how people think about, buy and use energy. Backed by a diverse portfolio of power generating facilities that can support millions of homes and businesses nationwide, NRG's retail businesses, including Reliant, serve almost 3 million residential and commercial customers throughout the country. Collectively, NRG's retail brands are the largest providers of electricity in Texas. For more information about Reliant products and services, please visit reliant.com and connect with Reliant on Facebook at facebook.com/reliantenergy and on Twitter [@reliantenergy](https://twitter.com/reliantenergy). PUCT Certificate #10007

Home Security Services are offered by NRG Connected Home LLC d/b/a Reliant, TXB19469

Media Contact:

Bobby Zafarnia

713-537-2159

bobby.zafarnia@nrg.com

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