

FOR IMMEDIATE RELEASE

**Saddle Up! Reliant Kicks Up Offers and Experiences
for Houston Livestock Show and Rodeo**

—Reliant Energizes Student Programs, Entertainment, and the Community at Popular Event—

HOUSTON, Feb. 20, 2013 – The boots might be small, but their dreams are big. [Reliant](#) will recognize the littlest cowboys and cowgirls as part of a multi-pronged community effort ahead of and during the [Houston Livestock Show and Rodeo](#). This year, Reliant is also rolling out a new Rodeo themed offer that includes a voucher for a free pair of boots for new customers.

"Our longtime partnership with the Houston Livestock Show and Rodeo provides a powerful opportunity to reach out to our customers and make a lasting impact in our local community," said Karen Jones, Reliant Chief Marketing Officer. "Being involved in the community is part of who we are as a company and supporting local kids and creativity allows Reliant to provide encouragement to future generations."

The Reliant Student Recognition Program recognizes kindergarten through eighth grade students from 37 Houston area school districts. Students were entered in a drawing held yesterday to receive tickets to the March 3 Rodeo Houston concert. Local teachers, principals, and parents nominated up to 10 students based on outstanding academic achievement and most improved performance. Two lucky students will receive four VIP tickets, and another 19 students will each be awarded four suite tickets.

Also, 26 local elementary school students will be selected to showcase rodeo and cowboy-themed artwork at the Reliant Power of Art display and online at www.reliant.com/poa. Viewers can vote for their favorite pieces March 3-29. The top two artists with the most votes will receive \$1,000 toward art supplies for their schools, \$1,000 toward art supplies for their districts and Rodeo gift bags each containing a \$100 gift card and plaque.

For Rodeo visitors who want to bring a little cowboy spirit back to the ranch, Reliant has a new residential electricity offer. The new Reliant Rodeo Plan will offer competitive 12-month pricing and a voucher for a free pair of [Justin Boots](#) for new customers. For more information about the Reliant Rodeo Plan, visit www.reliant.com/rodeoplan.

Beyond supporting youth programs and offering a unique product offer, Reliant will provide extra entertainment and hospitality throughout the Houston Livestock Show and Rodeo which will include activities such as:

- Pre-concert entertainment: Before each nightly concert begins, a Reliant-sponsored laser and pyrotechnic display will energize attendees and get those boots tapping.
- Random acts of kindness: Approximately 100 Reliant employees and family members will open doors, pick up trash and tip a 10-gallon hat to share a little Reliant friendliness on March 7.
- Social ticket giveaway*: Visitors to [Reliant's Facebook page](#) can enter a sweepstakes for a chance at free tickets for select Rodeo performances or a grand prize including George Strait concert tickets and a voucher for a free pair of Justin cowboy boots.
- Daily ticket giveaway: Reliant will be on the grounds of Reliant Park daily, offering Rodeo attendees a chance to sign up to win free tickets for that night's performance.

*Must be 18 years or older to enter. Visit the Reliant Facebook page for official rules.

About Reliant

Reliant provides electricity, energy services and smart energy solutions to more than 1.5 million retail customers including homes, businesses, manufacturing facilities, government entities and institutions in Texas, Delaware, the District of Columbia, Illinois, Maryland, Massachusetts, New Jersey and Pennsylvania. As part of NRG (NYSE: NRG), Reliant is backed by a Fortune 300 company that is at the forefront of changing how people think about and use energy. NRG is a pioneer in developing cleaner and smarter energy choices for its customers, and its diverse power generating facilities can support over 40 million homes nationwide. For more information about Reliant products and services, please visit www.reliant.com. Connect with Reliant on Facebook at www.facebook.com/reliantenergy and on Twitter @reliantenergy.

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