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Reliant Energy Partners with Troy Aikman for New TV Spot
Ad Highlights Reliant's Customer Service, \$300 Guarantee

HOUSTON – Reliant Energy launched a new advertising campaign this week featuring Hall of Fame quarterback Troy Aikman. The television advertisement highlights Reliant's focus on customer service and the company's \$300 Guarantee, offering some residential customers \$300 if it cannot beat their current price on a competitor's electricity bill.

"Because of his work ethic and championship career, Troy Aikman is one of the most recognizable sports personalities. He also is a winner off the field, putting just as much energy into his community and his charity, The Troy Aikman Foundation," said Karen Jones, chief marketing officer for Reliant Energy. "Reliant shares Troy's dedication to quality and commitment to the community, so he was the perfect choice for this commercial."

The new ad keeps with Reliant Energy's lighthearted and humorous approach to its advertising. In the commercial, Aikman and a talent agent discuss potential product endorsement deals. Aikman expresses interest in working with Reliant Energy to which his agent replies Reliant does not need celebrity endorsements. A voiceover then describes Reliant's focus on customer service, instead of celebrity, and its guarantee to give potential new customers \$300 if Reliant can't beat the electricity price on their current bill.

"As a Reliant Energy customer myself, I've seen the company's commitment to educating customers and providing them with the tools they need to make smart energy decisions for their families. It seemed like a natural fit for me to endorse a company I trust for my own family's energy needs," said Aikman. "Reliant and I share the same commitment to the DFW area and Texas and I'm pleased to partner with them."

The 30-second TV spot will air in the Dallas-Fort Worth market during national football events through February 2011. To watch the commercial featuring Troy Aikman, as well as outtakes from the commercial's filming, please visit Reliant Energy's YouTube channel:
<http://www.youtube.com/reliantenergy>.

About Reliant Energy:

Reliant Energy provides electricity and energy services to more than 1.5 million retail customers—including homes, small and large businesses, manufacturing facilities, government entities and institutions across Texas. As part of NRG Energy (NYSE: NRG), Reliant Energy is backed by one of the nation's largest power producers. NRG owns and operates more than

24,000 megawatts of generation capacity, including more than 11,000 megawatts of capacity in Texas. For more information about Reliant Energy products and services, visit www.reliant.com.

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For more information: Pat Hammond, Reliant Energy, 713-497-7723