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Reliant Energy Launches New Ad Campaign Highlighting *The Promise of Power*SM
Ads emphasize company's promise to customers

HOUSTON – Reliant Energy launched its new advertising campaign, [“Lights,”](#) this week. The campaign illustrates the benefits that power brings to people’s lives and highlights advantages Reliant delivers to customers.

“Our promise to customers starts with the *Reliant Advantage*SM,” said Manny Rodriguez, Vice President of Brand and Marketing, Reliant Energy. “Each TV and radio spot from our new ad campaign highlights the *Reliant Advantage*SM - a unique combination of tools, information and services to fit the needs of our customers. With Reliant Energy, customers get the complete package. They don’t have to look any further than Reliant for their electricity needs.”

The spots illustrate the role electricity plays in our everyday lives while also detailing the *Reliant Advantage*SM:

- A range of plans that let customers choose what’s right for them
- Easy-to-use tools that help customers manage their energy use
- Best-in-class customer service
- A commitment to the true innovation of energy
- Devotion to the communities Reliant serves

The 30-second TV spot began airing Wednesday, March 31, on both English and Spanish language TV stations. The radio spot will begin airing April 5. The spots will be on TV and radio stations throughout parts of Texas. Visit reliant.com to view the TV spot from the new campaign.

About Reliant Energy:

Reliant Energy provides electricity and energy services to more than 1.6 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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