

FOR IMMEDIATE RELEASE

Reliant 'Brings the Energy' to the Houston Livestock Show and Rodeo

HOUSTON; February 27, 2012—Contests and fireworks and free METRORail rides on two of the biggest days at the Houston Livestock Show and Rodeo™ (the Show) are just a few of the ways Reliant is helping generate excitement and "bring the energy" to the Show. Fans will have chances to win concert tickets daily, enter a sweepstakes to score an all-expense paid trip to the Academy of Country Music Awards in Las Vegas and get up close and personal with one of the most recognizable cars in the world, the one-of-a-kind, all-electric DeLorean. Reliant is also making a difference in youth education through its support of the 20-day event.

"Bringing the energy to rodeo is about interacting with the community and giving back in unique ways, like offering free METRORail rides and concert tickets," said Manny Rodriguez, Reliant Vice President, Sponsorship Marketing and Charitable Giving. "We have a powerful partnership with the Show and are proud to make a significant, positive impact on youth education in Texas."

"Strong partners like Reliant who have supported the Show throughout the years play an important role in helping us provide scholarships to Texas youth and make the Show one of Houston's most popular events," said Leroy Shafer, Chief Operating Officer of the Houston Livestock Show and Rodeo. "Thanks to our sponsors and 26,000 volunteers, this year will be another remarkable Show."

As a Houston Livestock Show and Rodeo Heritage Partner for 11 years, Reliant supports the organization through donations and activities that make the event even more enjoyable for fans. Over the last year, Reliant and its parent company, NRG Energy, donated approximately \$110,000 to the Show, supporting its mission to raise funds for youth and education programs.

Reliant's rodeo activities this year, scheduled to run through March 18, include:

- **Energy Boost Ticket Giveaway *** – Each day Reliant will give away tickets to RODEOHOUSTON® performances. Visitors can look for Reliant tents set up on the northeast side (near the Rodeo Uncorked! Champion Wine Garden) and southeast side (across from the 100.3 KILT carnival) of Reliant Stadium for a chance to sign up and win. Every visitor to the table will receive a free T-shirt. The company will be onsite from 3 p.m. - 6 p.m., Monday-Friday, and noon - 3 p.m. on weekends.

- **Text to Win a Trip to the Academy of Country Music Awards*** – While at the Show, visitors should keep their eyes peeled around the grounds and in Reliant Stadium for keywords to text to 78307 for a chance to win an instant daily prize. Through the text reply, patrons can learn how to be entered to win the grand prize of a trip for two to Las Vegas to the 47th Annual Academy of Country Music Awards.
- **DeLorean Showcase** - Reliant is showcasing the all-electric DeLorean at the Show March 2-4. Visitors can stop by Reliant Parkway, adjacent to Reliant Stadium, to learn more about electric vehicles, charging stations and NRG's electric vehicle charging network, eVgo – the nation's first privately funded, comprehensive electric vehicle ecosystem. In addition, visitors can get a picture next to the car.
- **Random Acts of Kindness**– On March 1, about 150 Reliant employees, friends and family members will be on the Show grounds performing Random Acts of Kindness. Acts include but are not limited to holding doors open for patrons, distributing napkins, providing hand sanitizer and offering to take photos for individuals, groups and families.
- **Free METRORail Rides** – Reliant will offer riders free fares on Black Heritage Day, March 2, and Go Tejano Day, March 11. In addition, riders can catch a glimpse of Reliant's train wrap featuring a dramatic picture of a bareback rider in action.
- **Reliant Power of Art People's Choice Contest** – Local students in kindergarten through fifth grade, who are finalists in the Show's School Art contest, have submitted drawings which are on display at the Hayloft Gallery in Reliant Center and on www.reliant.com/poa through March 30. The general public can go to the website and place their vote to help Reliant pick three winners. Voting will determine the winners who will each receive \$2,000 for art supplies for their school and district, courtesy of Reliant.
- **Student Recognition Program** – Reliant will reward 21 hard working elementary and middle school students Feb. 28 with tickets to the March 4 RODEOHOUSTON performance, featuring Nickelodeon's Big Time Rush and Disney's China Ann McClain from A.N.T. Farm. Principals, teachers and parents nominated the students for shining in one of three areas – academic achievement, most improved or outstanding citizenship – through Reliant's Student Recognition Program.
- **Rodeo Round-Up** – Each year the company hosts the "Reliant Rodeo Round-Up" in conjunction with the Show. During Round-Up, local media celebrities competed Feb. 27 to win donations from Reliant to their favorite youth education nonprofit organization. The Round-Up – in its sixth consecutive year – is a lighthearted rodeo relay challenge that has helped raise more than \$65,000 for nonprofits.

- **Daily Social Ticket Giveaway*** – Head to the company's Facebook page or follow @reliantenergy on Twitter to enter a daily rodeo ticket giveaway. Pairs of tickets will be given out to select RODEOHOUSTON performances. Visit www.facebook.com/ReliantEnergy for a chance to enter.
- **FREE Pedi-Cab Rides** - Courtesy of Reliant, visitors can hop aboard a free pedi-cab outside of Reliant Stadium. The pedi-cab rides- available all 20 days of the Show – will help decrease walk-time for fans.
- **Energy Pics** – Rodeo goers can have their picture taken at one of Reliant's photo booths located at Capital One Bank AgVenture inside Hall B in the Reliant Center or behind section 106 in Reliant Stadium. Pictures can be redeemed online where participants have the opportunity to customize their photo with various western themed backgrounds, and then upload their picture to Facebook or Twitter to show friends.

For more information about Reliant's activities at and around the Houston Livestock Show and Rodeo, visit www.rodeohouston.com/activities/reliant.aspx.

*For contest and giveaways persons must be 18 years or older to participate. No purchase necessary. Other terms and conditions may apply. See official rules for the Daily Social Ticket Giveaway at www.facebook.com/ReliantEnergy. Additional rules will be available onsite at Reliant's tents on the northeast and southeast sides of Reliant Stadium.

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 500 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 20 million homes nationwide. For more information about Reliant products and services, visit www.reliant.com.

Contacts: **Reliant Media**
 Pat Hammond
 713.503.5371

Houston Livestock Show and Rodeo Media
 Sarah Poole
 832.667.1057