



NEWS

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Reliant Energy Now the “Power Behind the Buffalo Bills” Serving Western N.Y. Business Community

HOUSTON – Reliant Energy and the Buffalo Bills have signed multi-year marketing and energy supply agreements making Reliant Energy the official electricity supplier to the NFL team and its facility, Ralph Wilson Stadium.

Reliant Energy began serving businesses in New York earlier this year, with plans to provide competitive electricity supplies and related services to commercial, institutional and industrial customers throughout the state. Reliant is one of the largest competitive energy retailers in the country, serving businesses in eight markets.

“Reliant is focused on providing innovative solutions and competitive pricing to businesses throughout New York,” said David Royslance, senior vice president, Commercial and Industrial Sales and Marketing. “We’re excited about our expansion into New York and appreciate the warm reception we’ve received from the Bills, who have a long-standing history here in western New York business community.”

“We are honored to have a strong partner like Reliant join us to provide the power to the Bills and our facilities,” said Pete Guelli, Buffalo Bills senior vice president of business ventures. “Reliant’s commitment to community involvement fits well with our philosophy. Through this agreement, we are working to develop brand recognition for Reliant and joint opportunities for outreach in the community.”

Reliant Energy, Inc. (NYSE:RRI) based in Houston, provides electricity and energy services to retail and wholesale customers in the United States. The company provides service to approximately 1.8 million retail electricity customers primarily in Texas, including residential and small business customers. Reliant also serves commercial, industrial, governmental and institutional customers in Delaware, Illinois, Maryland, New Jersey, New York, Pennsylvania, and the District of Columbia.

The company is one of the largest independent power producers in the nation with more than 15,000 megawatts of power generation capacity across the United States. These

strategically located generating assets use natural gas, fuel oil and coal. For more information, visit <http://www.reliant.com>.

Founded in 1959, the Buffalo Bills are one of the most storied franchises in the National Football League (NFL). The Bills have won two American Football League (AFL) Championships (1964 - 1965) and won an NFL record four straight AFC Championships (1990 - 1993) that included four trips to the Super Bowl. As western New York's top-rated sports and entertainment choice, the Bills annually entertain nearly one million fans at Ralph Wilson Stadium, produce the region's number-one rated sports television programming, have one of the NFL's largest fan clubs with the Bills Backers, and host the most visited team Web site in western New York. For more Bills information visit <http://www.buffalobills.com> or call (716) 648-1800.