

**RELIANT ENERGY
ELECTRIFYING KICKOFF CHALLENGE
OFFICIAL RULES**

The Reliant Energy Electrifying Kickoff Challenge (the "Challenge") is intended for play and participation of individuals in the State of Texas in the United States only and shall be construed and evaluated according to the laws of the State of Texas and the United States. The Challenge is intended for residents of the Electric Reliability Council of Texas ("ERCOT") and Reliant Energy service areas only. See below for additional eligibility requirements.

NO PURCHASE NECESSARY, BUYING WILL NOT HELP YOU WIN. Your chances of winning without making a purchase are the same as the chances of someone who purchases something. However, if you are not a Reliant Energy Residential Services customer you may be unable to take advantage of some or all of the prizes. The section and row selected for this Challenge will be done at random and therefore each ticket holder has an equal chance of winning.

1. THE CHALLENGE:

These official rules (the "Official Rules") shall govern the Challenge. The Challenge is sponsored by Reliant Energy Retail Services, LLC, 1000 Main Street, Houston, TX 77002 ("Sponsor"), and administered by Paragon Marketing Group, 7449 N. Natchez, Suite 100, Niles, IL 60714, ("PMG", and collectively with Sponsor, the "Challenge Entities").

2. TO ENTER:

Fans attending any of the following Houston Texans games shall be entered in the Challenge for that game.

August 31, 2009
September 13, 2009
September 27, 2009
October 4, 2009
October 25, 2009
November 23, 2009
November 29, 2009
December 13, 2009
January 3, 2010

3. DRAWING:

The Challenge Entities will randomly select a section and row within Reliant Stadium that will win a Reliant Energy Bill Credit prize. The stadium public address announcer and/or video board will announce the winning section and row before the Houston Texans' first kick return at the beginning of the 1st half or 2nd half depending which kickoff the Houston Texans receive.

All ticket holders sitting in the section and row selected for the particular game will receive a letter that includes a unique code and instructions on how to redeem the offer by calling PMG at 847-676-6586. PMG will obtain the following information from winners to verify eligibility: name, address, email, phone number, Texans ticket number, and unique code from issued letter. If the kickoff resulted in a touchdown, ticket holders will be required to send in the ticket stub from the game as proof of winning section and row.

4. PRIZES:

Reliant Energy Bill Credits- Reliant Energy Bill Credits will be awarded as part of the Challenge. For each game, the value of the Reliant Energy Bill Credit awarded to that game's winners will be determined by the yards the applicable kickoff is returned by the Houston Texans. The Reliant Energy Bill Credits will be awarded as follows:

- if the Houston Texans return the kick for 20 yards or less: TWENTY DOLLARS AND 00/100 (\$20) bill credit;
- if the Houston Texans return the kick for 21 -50 yards: FIFTY DOLLARS AND 00/100 (\$50) bill credit;
- if the Houston Texans return the kick for 51 yards or more, but do not score a touchdown: ONE HUNDREDS DOLLARS AND 00/100 (\$100) bill credit; or
- if the Houston Texans return the kick for a touchdown: ONE THOUSAND DOLLARS AND 00/100 (\$1,000) bill credit.

The distance of the kick return used for computing the prize shall be the number of yards recorded with the game's statistics by the National Football League and the Houston Texans within twenty-four (24) hours of the end of the game. Subsequent adjustments to the game's official statistics shall not result in a change in the prize amount. Each prize amount determination will be made in the sole and absolute discretion of the Challenge Entities and is not appealable by participants.

In each above scenarios, each winner shall have his/her choice of (i) a bill credit in the amount set forth above toward new or existing service on Reliant Energy Residential Services Plan as selected by the winner; or (ii) a pre-loaded debit card containing one fourth (1/4th) the value of the bill credit he/she would be entitled to receive. There can only be one prize awarded per household, and winners shall not have the option or ability to change or amend their prize selection after it is made for any reason, including, without limitation, the inability to take full advantage of the bill credit. The bill credit must be used on a single account for residential service in an area where Reliant Energy provides retail electric service (i.e. two family members at the same household may not receive multiple prize credits and the prize credit may not be split between multiple accounts).

In order to claim the bill credit prize, winner must have a residential service address within a Reliant Energy service area within ERCOT, or will be required to have or open a billing account with Reliant Energy Residential Services before bill credit can be delivered. If the winner is not currently a Reliant Energy customer and/or resident of the ERCOT service area, he/she must activate service by March 18, 2010 or forfeit the prize. Bill credit must be applied to an active account by April 18, 2010. All deposit requirements and/or past due balances must be satisfied prior to the delivery of the bill credit to any account. All standard terms and conditions required to establish a Reliant Energy account apply. In the event a winner moves within the ERCOT service area after prize has been credited, remaining prize credit may be transferred to a new service address account within winner's name within the Reliant Energy service territory by providing valid proof of new address as may be requested by Sponsor.

Electricity will be billed at the then current rates, at the time of consumption. The credit does not expire; the prize may be used until the amount awarded has been exhausted. You are not obligated to remain a Reliant Energy customer after receipt of the prize and may close your account at any time without penalty or cancellation fee unless otherwise specified in any contractual arrangement you have for provision of electricity services. If the residential service account covered by the prize credit is terminated, closed, switched, or cancelled for any

reason other than a move to another residential account in the Reliant Energy Service Territory, the remaining unused balance of the prize credit will be forfeited. There will be no refunds, partial refunds, or cash payments for unused credit.

Prize Value: The maximum approximate retail value of the prize is ONE THOUSAND DOLLARS AND 00/100 (\$1,000).

All applicable taxes on the prize are the sole responsibility of the winners.

5. ELIGIBILITY:

The Challenge is open to legal residents of the State of Texas and the ERCOT service area who must be 18 years of age and older. Employees of Sponsor and PMG and their respective subsidiaries, affiliates and advertising/promotional agencies involved with this promotion, including the immediate families and household members of such employees are not eligible to enter or win. Employees and immediate family members (spouses, parents, siblings, and children) of employees of Houston Texans, the National Football Association and its member teams, NFL Properties, Inc., and their respective parents, subsidiaries, affiliates, directors, officers, governors, employees and agents, are not eligible to enter to win.

6. RELEASE:

By accepting a prize, the winner agrees to release and hold the Challenge Entities, the Houston Texans, the National Football League, and each of their respective directors, employees and agents, harmless from any liability, loss or damage incurred from participating in the Challenge, or the use, misuse or acceptance of prize.

Acceptance of prize constitutes permission for the Challenge Entities to use the winner's name, photograph or likeness for purposes of advertising and promotion of the event or otherwise without further compensation, except where prohibited.

7. GENERAL:

Sponsor reserves the right, in its sole discretion, to cancel or suspend the Challenge should a virus, bugs, malicious tampering or other causes beyond the control of Sponsor corrupt the administration of proper execution of the Challenge.

Sponsor reserves the right, at its sole discretion, to disqualify anyone found or suspected to be: 1) tampering with the drawing or the operation of the Challenge, or 2) acting in violation of these Official Rules.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Challenge Entities in connection with the Challenge, shall be governed by, and construed in accordance with, the laws of the State of Texas, without regard for conflicts of law doctrine, and all proceedings shall take place in Harris County, Texas.

The Challenge Entities shall not be liable to winner or any person claiming through winner for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure,

terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, game cancellation, insurrection, riot, or any other cause beyond the sole control of either of the Challenge Entities.

Questions and/or comments should be directed to Casey Orloff at Paragon Marketing Group via phone at 847-676-6586 or via email at corloff@paragonmarketing.biz

8. WINNER LIST:

To obtain the names of the winners, send a self-addressed stamped envelope to Reliant Energy Electrifying Kickoff Challenge Winner List, Paragon Marketing Group, 7449 N. Natchez, Suite 100, Niles, IL 60714. Requests for the winner list must be received by January 8, 2010.

9. DATA COLLECTION:

Sponsor will be collecting personal data about winners before and/or when they collect their prizes. Please review Sponsor's privacy policy statement at www.reliant.com. By participating in the Challenge, entrants hereby agree to all of the terms and conditions of the privacy statement of the Sponsor.