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## **Reliant Energy Offers New Call-Back Service Option**

*Customer Service Enhancements Are Added Benefit in Competitive Electricity Market*

HOUSTON, Nov. 7 -- Reliant Energy today announced a convenient new service designed to help its customers avoid waiting on hold during peak call times.

The new call-back service option helps ensure callers receive optimal service when contacting Reliant Energy call centers. During unexpected busy call periods, this service provides customers with an option to request a return call without waiting on hold and to receive a call-back as promptly as if they had remained on line because their place is maintained in the calling queue. Customers also can schedule an appointment to speak with a representative at a specific time up to seven days in the future.

The new call-back technology already is available at more than 80 percent of Reliant Energy's call centers with plans to expand. To date, about 50 percent of customers who have been offered the option have taken advantage of the service.

"Consumers in the deregulated electricity market have a choice of providers, and our commitment is to provide exceptional customer service. We believe that convenient service options provide Texans with choices that go beyond pricing when they decide on a retail energy provider," said Matthew Benner, senior vice president, Reliant Retail Marketing and Operations. "Customer choice drives innovation, and we're pleased to be one of the first major electricity providers in Texas to offer this service."

The new call-back technology was developed by Virtual Hold Technology, based in Akron, Ohio. The option is one of many customer-service enhancements Reliant Energy provides to its 1.9 million customers, offering consumers convenience and flexibility in conducting business through Reliant's customer care center. The company is proud of its "Texans Serving Texans" philosophy, with all of its customer care centers located in Texas and its 1,000 customer care representatives available 24 hours a day, seven days a week to address customer requests and help consumers choose pricing plans to meet their needs.

In addition to the call-back feature, Reliant Energy offers other options for customers to easily do business with the company, including a range of online services, services in person through payment centers and services in Spanish. For more information about these service options, visit <http://www.reliant.com/>.

About Reliant Energy Inc: Reliant Energy, Inc. (NYSE:RRI), based in Houston, provides electricity and energy services to retail and wholesale customers in the United States. In Texas, the company provides service to approximately 1.9 million retail electricity customers, including residential and small business customers and large commercial, industrial, governmental and institutional customers. Reliant also serves commercial, industrial, governmental and institutional customers in the PJM (Pennsylvania, New Jersey and Maryland) market.

The company is one of the largest independent power producers in the nation with approximately 16,000 megawatts of power generation capacity across the United States. These strategically located generating assets utilize natural gas, fuel oil and coal. For more information, visit <http://www.reliant.com/corporate>.

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