



Project Objective

Redesign and/or restructure the Community pages to account for the following content buckets: Education, Low Income Programs, Environment, Health, Charities and Events, Sponsorships.

Site Goal:

efforts.

page.

real time.

Page Goal:

Reliant's Community page directed at potential customers

engagement for Reliant and

showcases their community

community to the general public.

1. "Hero" Space - Feature a

hero event/program that the

public will really grab on to.

2. Sub Section Preview -

3. Other Features – Other

room or other relevant page.

from the Reuters RSS feed, which displays press releases in

4. Reuters RSS Feed - Pulled

5. Bucket Navigation - Some names are not finalized.

priority featured events/

Shows at a glance, an overview

of sub sections of the Community

programs. Could link to the news

provides one-way public

Introduce Reliant in the



Our Company



About Reliant Energy | News Room | Community | energywiseSM | Careers

Community

Education Low Income Prog. Health **Events** Sponsorships

Community Showcase

We have a true commitment to the people and communities we serve. Through community outreach, sponsorships and energy assistance programs, our goal is to improve the quality of life where we live and

2010 Houston Heart Walk

The Start Heart Walk brings communities together in celebration of progress in the fight against heart diseases and stroke. This inspirational day is filled with energy, excitement and hope!

Find out more in the Events section »





Read more about how Reliant is educating everyone about power »

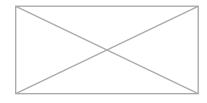
Low Income Programs



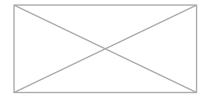
Learn about how Reliant can help you supplement your power needs »

Sponsorships

Learn how Reliant sponsors your professional sports teams »



Health



Learn how Reliant is partnering with your local health organizations »

Charities and Events



See what Reliant is doing for your communities »

Reliant Renewables



Find out what Reliant is doing for the environment »

Featured Stories

Reliant Energy Selected to be Supplier for Houston Rockets

We are proud to be powering ur Houston Rockets and the Toyota Center facility and look forward to opp ities this partnership affords in our community.

Learn More »

Local events mark the launch of Cap-and-Save

A visit from "Captain Save" and an awe-inspiring sky-scraper dance highlighted the celebration of the innovative plan.

Watch video and see pictures from the day's activities »

About Reliant Energy | News Room | Community | energywiseSM | Careers

© 2010 Reliant Energy Retail Holdings, LLC. All rights reserved I 1000 Main Street I Houston, TX 77002 PUC Certificate #10007 Privacy I Terms of Use



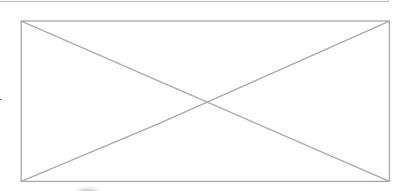
Our Company



Low Income Programs Community

Education Low Income Prog. Health **Events** Sponsorships

When it comes to paying a deposit in order to establish an electricity account, not everyone can afford it. And when that happens, it's nice to know there are options.



PowerHouse Program

We help low-income and senior customers understand energy conservation, billing statements, and provide energy efficient home repairs.



Question about

Call: 1-866-RELIANT or

service?

1-866-735-4268.

▼ Low Income Deposit Program

This year, we will provide \$300,000 to agencies to help Reliant_customers pay their_electricity_deposits____

Reliant Energy has a Low Income Deposit (L.I.D.) Program that offers deposit assistance for qualified customers.

How It Works

The program takes an "Each One Help One" approach, so after a 12-month period the deposit amounts are placed back into the L.I.D. fund. That way, the funds can then be used again to assist other eligible customers in the future.

How to Qualify

There are three types of low-income benefactors who qualify for this program:

- · Seniors aged 60-64 (deposit is waived for seniors 65 and above)
 - · Families with children aged 6 years old or younger
 - · Disabled individuals

If you, or someone you know meets these qualifications and need help paying your deposit, contact Reliant at 1-866-RELIANT or 1-866-735-4268.



► CARE

Through the CARE Energy Assistance Program, we provide help to our customers during a difficult time.

About Reliant Energy | News Room | Community | energywiseSM | Careers © 2010 Reliant Energy Retail Holdings, LLC. All rights reserved I 1000 Main Street I Houston, TX 77002 PUC Certificate #10007 Privacy I Terms of Use

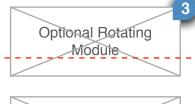
Reliant's Community page directed at potential customers provides one-way public engagement for Reliant and showcases their community efforts.

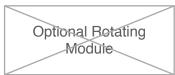
Page Goal:

Site Goal:

Display more information on the options Reliant has available for low-income customers.

- 1. Collapsed Section This system is used for content that would otherwise be on a separate page but whose content length doesn't warrant the generation of yet another page.
- 2. Expanded Section A view of the content expanded.
- 3. Relevant Content Module -The relevant content is a Reliant best practice.
- 4. Sale Conversion Opportunity - The link is a smart-phone call link.







Our Company

Welcome | En Español



About Reliant Energy | News Room | Community | energywiseSM | Careers

Page Goal:

efforts.

Site Goal:

Detail Reliant's educational initiatives.

Reliant's Community page directed at potential customers

provides one-way public

engagement for Reliant and

showcases their community

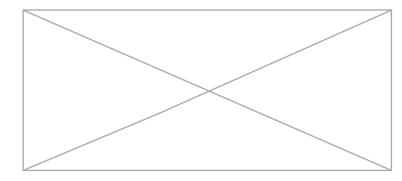
1. Non-Expanding Section -For use to linking to sitelete like Energy for kids.

Community

Education Low Income Prog. Health **Events** Sponsorships

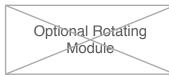
Education

We are dedicated to building relationships with our customers—and part of that is ensuring we clearly explain our business. For your convenience, we've compiled some information for adults and children to read about electricity.



Energy for kids

Get your kids excited about energy generation, energy conservation and environmental awareness with this fun and educational program. Energy for kids offers engaging activities for parents and teachers to use with kids.





About energy

Explore the ever-changing world of electricity. Learn some of the basics such as electricity generation and transmission processes. Then, read about deregulation and how prices are determined. Read about energy.





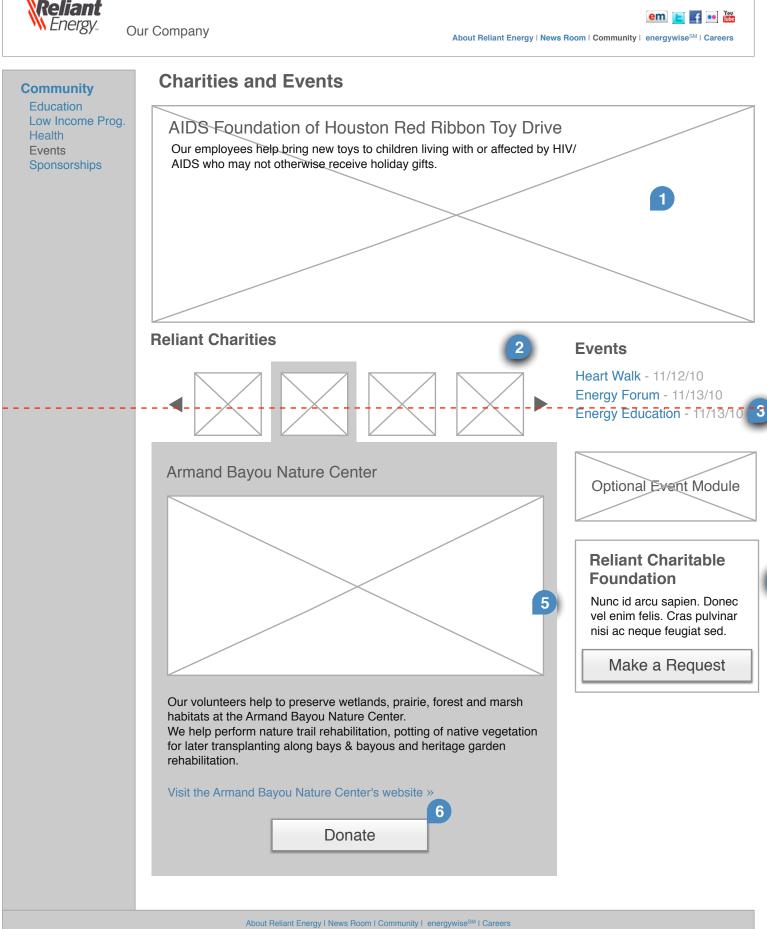
Environmental Curriculum/Green Energy Education

Curabitur bibendum urna sed tortor viverra ullamcorper malesuada urna fringilla. Quisque libero mauris, mattis condimentum pellentesque eget, suscipit in nulla. Aenean et lorem erat.

About Reliant Energy | News Room | Community | energywiseSM | Careers

© 2010 Reliant Energy Retail Holdings, LLC. All rights reserved I 1000 Main Street I Houston, TX 77002 PUC Certificate #10007 Privacy I Terms of Use

Community - Charities and Events



© 2010 Reliant Energy Retail Holdings, LLC. All rights reserved I 1000 Main Street I Houston, TX 77002 PUC Certificate #10007 Privacy I Terms of Use

Site Goal:

Welcome | En Español

Reliant's Community page directed at potential customers provides one-way public engagement for Reliant and showcases their community efforts.

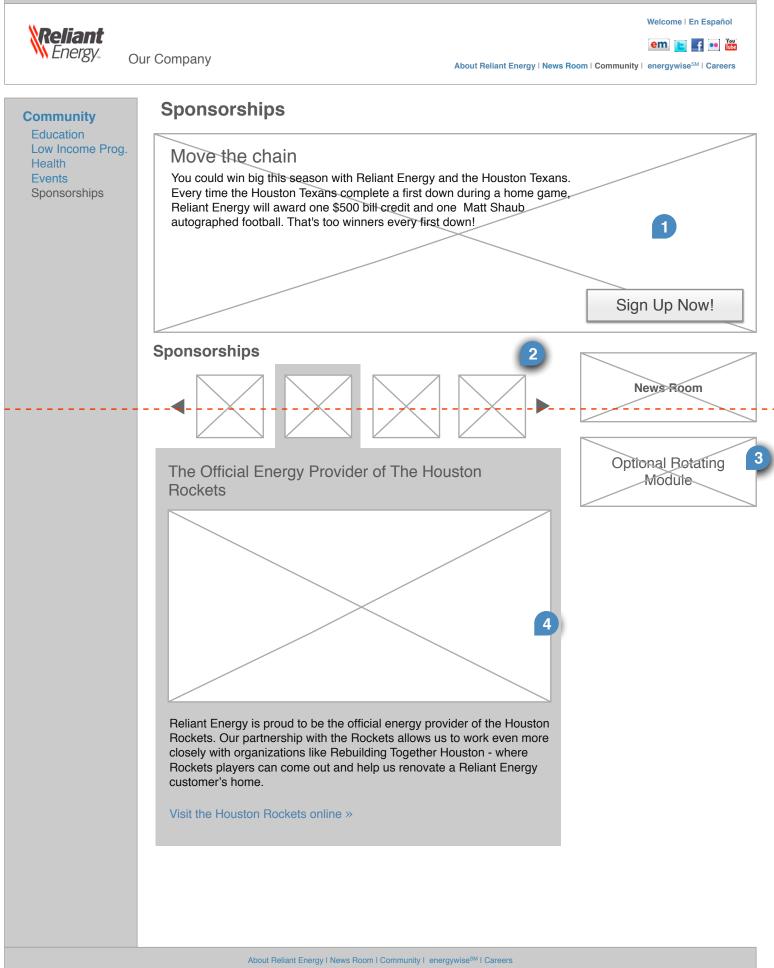
Page Goal:

Detail Reliant's charitable initiatives.

- **1. Hero Space** Dedicated section to featuring a charity.
- 2. Tab jQuery Carousel –
 Displays charities' logos. Current selection remains fixed as carousel rotates.
- **3. Upcoming Events** Displays 3-5 upcoming events with a link to the complete list.
- **4. Work with Reliant** A space that asks the user to give back.
- **5. Relevant Photo** In this case, I would use a photo of the nature center to reenforce the connection to real world places.
- **6. Optional Quick Donate Button** Uses PayPal for a secure donation to the charity.
- 7. **Optional Event Module this** is a dedicated space for when we would like people to donate to a specific event.



Community - Sponsorships



© 2010 Reliant Energy Retail Holdings, LLC. All rights reserved I 1000 Main Street I Houston, TX 77002 PUC Certificate #10007 Privacy I Terms of Use

Site Goal:

Reliant's Community page directed at potential customers provides one-way public engagement for Reliant and showcases their community efforts.

Page Goal:

Introduce Reliant in the community to the general public.

- **1. Hero Space** To feature a promotional tie-ins.
- 2. Team / Organization Logo
- 3. Opportunity to Link to News Room
- **4. Relevant Photo** To reenforce the attachment to real world space. For example, an image of the Rockets' stadium or a photograph of the Rockets team.

Next Steps

Reliant to review and provide final wireframe feedback and approval by

Schematic to begin RD 1 design