

Vistra Energy Launches Retail Brands in Illinois, Ohio, and Pennsylvania

Company targets growth through new renewable brand, Brighten Energy, and expansion of trusted Dynegy brand in three key states

IRVING, Texas, March 7, 2019 [/PRNewswire/](#) -- Vistra Energy (NYSE: VST) announced today that it is launching a new retail electricity brand, Brighten Energy, in Illinois, Ohio, and Pennsylvania. Brighten Energy will supply renewable energy to socially conscious consumers looking for an affordable way to make a difference. Vistra is also expanding its existing retail brand, Dynegy, into the residential market in Pennsylvania. Both retail brands will serve residential and small businesses, while Dynegy also serves large commercial and industrial businesses.

"This is great news for customers and our company," said Scott Hudson, president of Vistra's retail business. "When consumers have a choice of where they get their electricity, the customer wins. We're excited to be able to exclusively provide renewable energy at a fair price through Brighten Energy, and to expand our well-recognized and trusted Dynegy brand, which already serves over 1 million customers."

As part of this expansion, Vistra will continue to invest in the states where it operates. The company will open retail sales offices outside of Chicago in Oak Brook, Illinois; in Columbus, Ohio; and outside of Philadelphia in King of Prussia, Pennsylvania.

"Our merger with Dynegy gave us a jump-start on our growth objectives in the retail sector," Hudson added. "Vistra has a customer-obsessed culture and our team has worked tirelessly to identify what customers in these states are looking for from an electricity supplier."

This expansion further strengthens Vistra's integrated generation-retail model. It also comes on the heels of the company's announcement in February that [Vistra will acquire the Crius family of retail brands](#), expanding Vistra's retail presence from five to 19 states, and making it the leading residential energy provider in the country.

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About Vistra Energy

Vistra Energy (NYSE: VST) is a premier, integrated power company based in Irving, Texas, combining an innovative, customer-centric approach to retail with a focus on safe, reliable, and efficient power generation. Through its retail and generation businesses which include TXU Energy, Homefield Energy, Dynegy, and Luminant, Vistra operates in 12 states and six of the seven competitive markets in the U.S., with about 5,400 employees. Vistra's retail brands serve approximately 2.9 million residential, commercial, and industrial customers across five top retail states, and its generation fleet totals approximately 41,000 megawatts of highly efficient generation capacity, with a diverse portfolio of natural gas, nuclear, coal, solar, and battery storage facilities. The company is currently developing the largest battery energy storage system of its kind in the world – a 300-MW/1,200-MWh system in Moss Landing, California.

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