



Entergy Mississippi Celebrates 90 Years by Going "Beyond the Basics"

Company celebrating anniversary by launching tour to tout new service initiatives

Entergy Mississippi officials are touring the company's 45-county service area this summer to mark 90 years of success — and to launch an effort aimed at improving service even more in the 21st century.

"Since our company's founding, our mission has been to deliver safe, reliable electric service at the lowest price possible," said Carolyn Shanks, president and CEO of Entergy Mississippi.

"Now, in the 21st century, we are making a new commitment

Today is all about tomorrow, and Beyond the Basics will take us where we need to be in the future.

to our customers. We are going 'Beyond the Basics' to continue improvements in service reliability and customer accessibility," she said.

Shanks describes "Beyond the Basics" as a comprehensive strategy that will take Entergy Mississippi to the next level of customer service. Initiatives in the plan include:

- Sustaining affordable electric rates for all customers
 - Launching preemptive service strategies
 - Anticipating the power demands of the future
 - Exploring new technologies
 - Strengthening communities
- "Customer needs are always changing," said Shanks.

continued...

Program Helps Elderly, Low Income Residents

Customers can contribute to "Energy Concern" program by mail, phone

Summer begins this month, bringing higher temperatures and higher electricity usage as Mississippians try to keep cool. Many elderly, low-income residents need some extra help with electricity costs during summer — and Entergy Mississippi has a way for all of its customers to help.

Entergy customers recently received a card in their monthly statement offering the chance to participate in the "Energy Concern" program.

Energy Concern is a community-based program, established by Entergy, which provides financial assistance to qualified low-income disabled and elderly customers who need help in paying their utility bills.

To participate, customers should simply fill out the donation form. In 2002, Entergy Mississippi, its employees, and customers donated almost \$170,000.

"This is an important program for us," said Valarie Mabry, Entergy's coordinator for Energy Concern. "As much as 20 percent of the customers in our service area are living at or below the poverty level. We're very happy to

sponsor this program and to work with the Salvation Army to help these customers get through the summer months."

The Salvation Army administers the fund and determines who qualifies for assistance. All potential recipients must meet strict qualifications and are limited to the number of times they can receive assistance.

"For 20 years, the Salvation Army and Entergy have enjoyed a

very successful partnership in efforts to assist elderly and disabled clients," said Angie Smith, Grants and Contracts Manager for the Salvation Army Alabama, Louisiana, Mississippi Division.

"More than 4,100 people were served by the Energy Concern in 2002. With the continued cooperation of The Salvation Army and Entergy, we expect to serve even more this year," she said.

The fund is also independently audited to make sure that 100 percent of the money goes to Entergy customers who meet the requirements. None of the administrative costs of the program come from contributions but are paid entirely by Entergy.

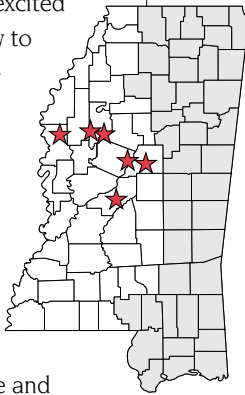


Entergy, Municipal Energy Agency of Mississippi Strengthen Alliance

New agreement means power security for six MEAM cities

There is good news for customers in six cities served by the Municipal Energy Agency of Mississippi. Entergy Mississippi and MEAM recently signed an agreement that extends and enhances their partnership through 2008.

"MEAM has been an important customer and we are excited about this opportunity to continue this relationship," said Carolyn Shanks, president and CEO of Entergy Mississippi. "We look forward to continue working with MEAM and their members to provide safe, reliable electric service and



to find additional roles for Entergy to assist in improving and growing their communities."

Earlier this year, Entergy and MEAM agreed to terms allowing Entergy to provide all energy requirements for MEAM members that could not be met by the agency's current resources.

As those resources change and loads grow, Entergy will meet the increased supply needs.

"This new agreement brings together the best utilization of MEAM's contract resources, including electric generating units located at Greenwood and



The agreement will ensure that the supply of electricity will keep pace with future demand.

Canton, as well as mitigates exposure to volatile market prices," said James Quinn, chairman, MEAM Board of Commissioners. "The agreement is in many ways seen as a risk management plan that will result in municipalities represented by MEAM receiving a reliable, adequate and competitively priced supply of electric power."

The MEAM member cities participating in this agreement

include Canton, Durant, Greenwood, Itta Bena, Kosciusko and Leland. The new contract began February 1 and runs through December 2008.

"There has been quite a bit of growth in our service territory, and we expect that to continue," said Quinn. "Our agreement with Entergy will ensure that our supply of electricity will keep pace with future demand."

Beyond the Basics continued...

"Right now, the Entergy customer of tomorrow could be surfing the Internet, communicating with several friends via instant messaging or even sending vacation scenes back to neighbors over their picture phone.

"Our future customers are going to be very comfortable with technology that is very dependent

on electricity," she said. "We're stepping up our capabilities in order to meet their needs."

The new initiative comes after several years of significant improvements. Since 1998, Entergy Mississippi has hired more than 100 linemen and support personnel, increasing responsiveness to service requests. A focus on equipment upgrades

and tree trimming has slashed outages by 25 percent. And when there is an outage, it's restored 30 percent faster than before.

"We're in a good position right now," said Shanks. "Because of the improvements we have made,

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At the same time, Entergy officials say they will be stepping up efforts to make the company easier to do business with and to improve business opportunities in its communities. The company

plans on working with existing businesses to encourage expansion and to reach out to customers to find out what they want from an electric utility in an ever-changing world. Officials say that the Internet will play a

larger role in how customers interact with Entergy.

"Five years ago we launched a program to

bring us up to the level of service our customers wanted and expected," said Shanks. "We're proud of our rapid progress. But it also has to be clear that's all in the past now. Today is all about tomorrow, and Beyond the Basics will take us where we need to be in the future."

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