



Entergy Customers Help *Change the World*

More than 3,000 Mississippians make the switch to energy-efficient light bulbs

More than 3,000 Entergy Mississippi customers have pledged to help *Change the World* by switching at least one standard light bulb at home to an energy-efficient bulb.

Through civic and school presentations made by Entergy Mississippi representatives during the month of October, customers were asked to take a pledge and change just one standard light bulb in their homes to an energy-efficient bulb.

In the four states Entergy serves, more than 7,800 customers pledged. Mississippi pledges helped the corporation more than triple its overall pledge goal of 2,500. In addition, most customers pledged to change more than just one bulb.

The *Change a Light, Change the World* campaign supported a nationwide effort by the federal Energy Star program aimed at raising environmental awareness via the promotion of energy-efficient appliances and light bulbs. Entergy was one of the top ten pledge drivers nationwide.

"We believe the message was well received by our customers because more and more, Mississippians are learning that we all share the responsibility of managing our energy use and protecting our environment," said John Mullins, vice president of customer operations for Entergy Mississippi. "Just as Entergy is working hard to reduce the impact of our industry on the environment, our customers are seeking

Demonstrating ways to save the environment and save money creates a win-win situation for everyone

ways they can make a difference, too."

The *Change a Light* campaign helped customers realize the benefits of a collective effort. For example, changing the approximately 20,000 bulbs pledged can save up to 9.2 million kWh of electricity over the life of the bulbs. At the same time, it can reduce carbon dioxide emissions comparable to removing 1,231 cars from the roadways and create the same effect as planting 1,751 acres of trees.

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ON REVERSE

An Energy Star qualified bulb uses a third of the energy of a standard incandescent light, lasts up to 10 times longer, and saves an average of \$30 or more in energy costs over its lifetime.

Entergy Corporation Wins Corporate Citizenship Award

State advocates gathered to address poverty and other special needs

The U.S. Chamber of Commerce Business Civic Leadership Center (BCLC) recently awarded Entergy Corporation a Corporate Citizenship Award in the category of U.S. Community Service.

"The U.S. Community Service Award is about commending companies that make a positive difference where they do business," said BCLC Executive Director Stephen Jordan. "Entergy has gone beyond the call of duty over the past seven years to help make the Gulf Coast a better place to live."

Entergy Corporation's Low-Income Initiatives program helps individuals and families living in Louisiana, Mississippi, Arkansas, and Texas achieve economic self-sufficiency by supporting job training, literacy, scholarships, and affordable housing programs. In addition, since 2006, Entergy customers, employees, and shareholders have contributed \$2.4 million to help 18,584 low-income, elderly, and disabled individuals who are in financial crisis pay their utility bills.

"We are honored to be distinguished with this award from the U.S. Chamber of Commerce," said Patty Riddlebarger, Entergy's director of corporate social responsibility. "Entergy remains committed to the eradication of poverty in its service area and will continue to participate in socially-responsible initiatives that have a long-term impact on the community."

A panel of corporate citizenship experts, including past award winners and BCLC's board of directors, selected Entergy as the award winner. Other finalists in the U.S. Community Service category were Freddie Mac, Safeway, Time Warner's Cartoon Network and the Victoria, Texas Chamber of Commerce.

Entergy Corporation Boosts Presence in Mississippi

New Entergy Operations Complex planned for Jackson

Entergy Corporation plans to expand its operations in Mississippi with a new Operations Complex in Jackson.

The campus-style center will include the company's transmission headquarters as well as accommodate expansion of the company's existing nuclear headquarters. Projected completion date is 2009. Once the complex becomes operational, it will accommodate more than 500 employees.

The announcement represents an investment by Entergy of more than \$25 million.

"The new complex will be designed to help us better meet our commitments to customers," said Carolyn Shanks, president and CEO of

Entergy Mississippi. "Those include providing reliable, affordable power and preparing for future needs."

center from which the company's response to major events in all four states is staged.

In addition, Entergy Nuclear, the second-largest producer of nuclear energy in the nation, is headquartered on the parkway.

Within the new complex, functions associated with managing the delivery of electricity throughout the corporation's four-state service territory will be performed from a new transmission headquarters that will accommodate approximately 200

employees. Some of these employees have already transitioned to Jackson, working from temporary space but already contributing to the community.

In addition, Entergy's nuclear headquarters is expanding as more key nuclear personnel perform their jobs from Jackson. The headquarters

will accommodate management of not only the company's plants situated in the South, but also those in the Northeast and Midwest. When consolidation of the management of Entergy's 11 nuclear power plants is complete, the headquarters will house approximately 300 Entergy Nuclear employees.

Shanks noted that the campus environment is ideal for the kind of highly skilled, professional employment opportunities

that best benefit Mississippi's growing economic development efforts.

From the complex, Entergy personnel will:

- maintain Entergy's transmission infrastructure of more than 1,500 substations and 15,000 miles of transmission lines, which serves as a kind of interstate power highway system spanning four states, transporting energy to Entergy customers and other consumers
- further solidify Jackson's position as headquarters for the nuclear fleet
- allow for future growth.

The announcement of the new Operations Complex is part of Entergy's extensive post-hurricane long-range strategic planning, which includes a new organizational configuration with primary offices throughout Entergy's four-state service territory and the corporate headquarters in New Orleans.

"Having a greater presence in Mississippi and the other states Entergy serves helps provide considerable flexibility to meet whatever challenges the company might face while maintaining business continuity," Shanks said.

"Mississippi was happy to temporarily host Entergy's headquarters following Hurricane Katrina," she said, "and we welcome the permanent location of these new corporate facilities."



Gov. Haley Barbour, Entergy Mississippi President Carolyn Shanks, and Entergy Vice President of Transmission Randy Helmick were part of more than 200 employees and guests who attended the recent announcement of Entergy's Operations Complex.

The complex will incorporate current Entergy facilities on the parkway, including a storm response command and training

more in energy costs over its lifetime.

"Demonstrating ways to save the environment and save money creates a win-win situation for everyone," said Mullins. "By partnering with our customers on programs such as *Change a Light*, we really can help *Change the World*."

In addition, using energy-efficient light bulbs is an excellent way for Entergy customers to manage energy costs more effectively and save money. Every light changed to an Energy Star qualified bulb uses a third of the energy of a standard incandescent light, lasts up to 10 times longer, and saves an average of \$30 or

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