Measuring Our Progress

ECONOMIC, ENVIRONMENTAL AND SOCIAL PERFORMANCE

Entergy

2011 SUSTAINABILITY REPORT

Our Progress Measured by Others

- Dow Jones Sustainability Indexes included Entergy on its North America Index. This is the 10th consecutive year we have been included on the DJSI World Index or DJSI North America Index or both.
- SAM Sustainability Yearbook – Bronze Class named Entergy to the top 15 percent in the utility sector based on a corporate sustainability assessment.
- *Corporate Responsibility* magazine named Entergy to its list of Top 100 Corporate Citizens.
- Carbon Disclosure Project included Entergy on its Leadership Index for the seventh time in eight years for comprehensiveness of emissions measurement, disclosure of climate-related business issues and actions and external verification of carbon emissions.
- Maplecroft Climate Innovation Index listed Entergy among the top 100 companies in superior management, mitigation and adaptation in the field of climate innovation.

Additional 2011 recognition of our economic, environmental and social performance is included throughout this report.

Contents

On the Cover

The state amphibian of Louisiana, green tree frogs are found in swamps, isolated wetlands, ponds, lakes and rivers throughout the Southeast and into eastern Texas. Although green tree frog populations are fairly secure throughout most of their range, destruction and contamination of wetlands have likely reduced the size of their population on these habitats.

Frogs are amazing animals that have demonstrated for millions of years a remarkable ability to adapt. From eyes that can see in virtually every direction to webbed feet for strong swimming, frogs have developed skills and behaviors to survive even as other species have disappeared.

While our own progress in achieving sustainable business objectives has met with challenges requiring us to adapt our strategies and programs, we remain committed to our evolution as a business that consistently delivers value over the long term to all our stakeholders.

About This Report

In this our 11th sustainability report, we are improving our approach to sustainability reporting, using the Global Reporting Initiative for our reporting structure. As a result, we have significantly expanded the reporting scope from previous annual sustainability reports. This report meets GRI 3.1 Level B (self-declared).

This report includes 2011 data from Entergy's two primary business segments: utility and Entergy Wholesale Commodities, both of which operate wholly within the United States. Our sustainability reporting covers material issues that are relevant to achieving business goals, stakeholder interests, value drivers including reputation, organizational objectives and our competitive environment. A summary GRI index is provided in the print report and a detailed GRI index is available online.

Assurance of the financial data in this report comes from our internal controls over financial reporting, which Entergy management assesses annually using criteria set forth by the Committee of Sponsoring Organizations of the Treadway Commission in Internal Control - Integrated Framework. Deloitte & Touche LLP has issued an attestation report on the effectiveness of Entergy's internal control over financial reporting as of Dec. 31, 2011. In 2011, our greenhouse gas inventory was verified by an independent, third party in accordance with international standards (ISO 14064.1). The inventory and verification statement are available at **americancarbonregistry.org**.

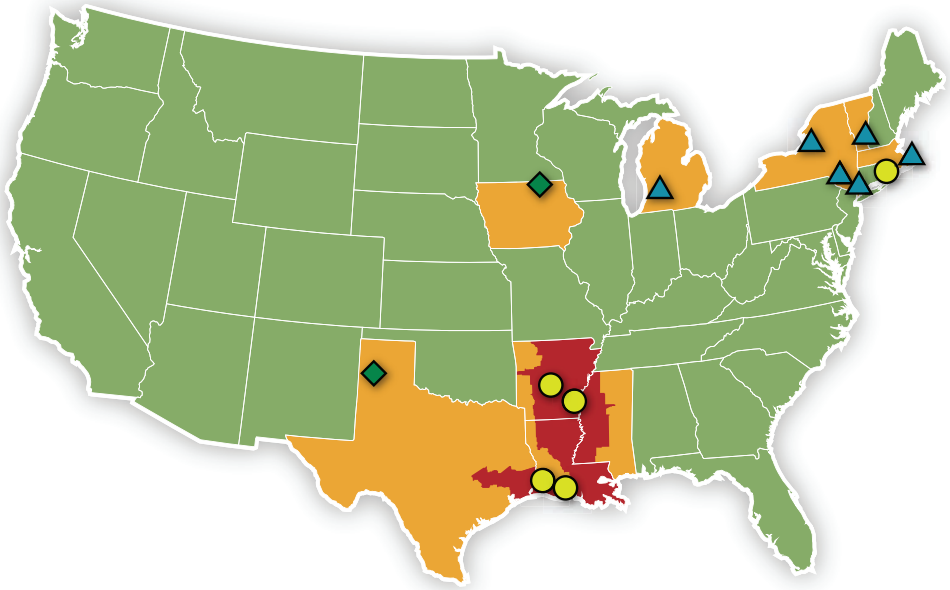
More detail on our sustainability performance is available on the Entergy website at **entergy.com**. We welcome your feedback and suggestions to help us continue to improve our sustainability reporting.

JUMP TO *A form for submitting your comments and questions is at **entergy.com/contact_us**.*

About Entergy

Entergy Corporation Operating Areas

- Utility Service Area
- EWC Nuclear Facilities
- EWC Fossil Facilities
- EWC Wind Facilities



Entergy Utility

The utility business delivers electricity to 2.8 million customers in Arkansas, Mississippi, Texas and Louisiana, including the city of New Orleans. Its generation resources include five nuclear units. The utility business also includes a small natural gas distribution business in the New Orleans and Baton Rouge, La., areas.

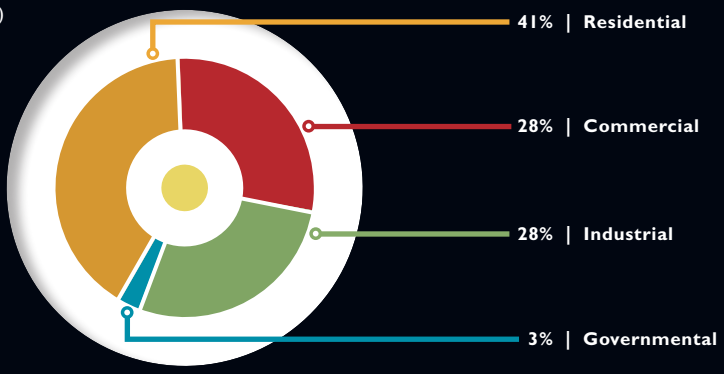
UTILITY GENERATION CAPABILITY (MW)	
Nuclear	5,027
Natural Gas/Fuel Oil	14,022
Coal	2,261
Hydro	74

Entergy Wholesale Commodities

EWC owns and operates six nuclear power units located in the northern United States and owns all or partial interest in several non-nuclear power plants. It sells electricity produced by those plants to wholesale customers. The business also provides management services in operations and licensing to other nuclear power plant owners.

EWC GENERATION CAPABILITY (MW)	
Nuclear	5,011
Natural Gas/Fuel Oil	1,340
Coal	181
Wind	80

Utility Retail Revenues
(by customer class)



Our History

Entergy traces its roots to 1913 when the Arkansas Power Company was incorporated. Following passage of the Public Utility Holding Company Act of 1935, local utilities in Arkansas, Mississippi and Louisiana merged into a holding company called Middle South Utilities, Inc., which was headquartered in New York. In 1975, Middle South Utilities moved its offices to New Orleans and in 1989, changed its name to Entergy – a composite of the words "enterprise," "energy" and "synergy." The company embarked on a five-year global and business expansion plan in the 1990s before implementing a "Back to Basics" strategy in 1998. All non-core utility operations were subsequently sold.

Since then, Entergy's business model, based on operational excellence and portfolio management, has resulted in a number of transactions to add value – entering and exiting businesses and assets based on a dynamic point of view on external business factors and core competencies. This business model has allowed Entergy to improve the historic utility business and also is reflected in the more recent formation of the Entergy Wholesale Commodities business, as well as in financial, operational, social and environmental achievements discussed in this report.

Our Business

Today, Entergy Corporation is an integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, and is the second-largest nuclear generator in the United States. The corporation has annual revenues of more than $11 billion and approximately 15,000 employees. Entergy operates through two primary business segments: utility and Entergy Wholesale Commodities.

Our Business Strategy and Commitment to Sustainability

OUR VALUES

- Create and sustain a safe work environment.
- Possess a winning spirit.
- Focus on our customers.
- Grow the business profitably.
- Be active team players.
- Treat people with respect.
- Aggressively look for better ways.
- Take actions to achieve results.
- Above all, act with integrity.

Entergy aspires to achieve industry-leading total shareholder return in an environmentally responsible fashion by leveraging the scale and expertise inherent in our core nuclear and utility operations. Our current scope includes electricity generation, transmission and distribution as well as natural gas transportation and distribution.

Entergy leaders set specific economic, operational, environmental and social goals to guide the direction and strategies of the corporation and each business segment. We focus on operational excellence with an emphasis on safety, reliability, customer service, sustainability, cost efficiency and risk management. Entergy also focuses on management of our two business portfolios in making periodic buy, sell, hold, build or acquire decisions based upon our analytically-derived points of view.

We use a point-of-view model to set our business strategies and achieve our goals. We first identify key financial, regulatory, environmental and social issues that could significantly impact our business. These can be issues that affect our operations, industry or stakeholders. Using sophisticated analyses, we then develop and continually adapt points of view on these issues as market conditions change. This model has enabled us to take early-mover positions on issues and opportunities.

As our employees implement our business strategies, we are committed to operating our business in ways that simultaneously generate economic, environmental and social benefits. We have incorporated a review of sustainability factors in the investment and decision-making processes in our businesses since 2002 and are expanding the scope of our reporting, beginning with this year's report.

JUMP TO *More information about Entergy is available in the EntergyFacts page of the Entergy website at* ***entergy.com/about_entergy/entergy_facts.aspx***.

Our Stakeholders

We engage with our key stakeholders and other important groups including suppliers, nongovernmental and nonprofit organizations and professionals in industry, government, labor and education in a variety of informal and formal communications. Additional details are found throughout this report on engagement with these primary stakeholders:

EMPLOYEES

Current employees, retirees and prospective employees provide valuable insights to shape company programs and practices. Engagement helps build employee alignment with the direction set by our leadership team and broadens awareness of how each individual contributes to our business success.

CUSTOMERS

Entergy employees engage with customers regularly as part of operations to generate and deliver power. This engagement not only better informs Entergy of customer needs but also makes partners of those customers as Entergy shapes its products and services.

INVESTORS

Entergy executives interact with investors at numerous investment conferences, one-on-one meetings and regular earnings conference calls to review business strategies and performance. Additionally, the presentation material is made publicly available to the benefit of all investors through the Entergy website at **entergy.com/investor_relations**.

COMMUNITIES

As a socially responsible citizen, Entergy considers community impact an important factor in our project planning and investment evaluations. In particular, Entergy engages with communities on public safety, emergency preparedness and economic growth. Not only is community input important to gauging public perception of our social performance, but also it shapes Entergy's decisions regarding social investments.

GOVERNMENT AND REGULATORS

Entergy maintains strong relationships with local, state and federal regulators and other government officials who oversee our business. We recognize that open, informed and responsive communication is essential to formal proceedings such as rate filings or license applications. Entergy also seeks to shape policy impacting our industry and our business by identifying public policy trends through ongoing and anticipatory engagement with policy makers.

Material Issues

Entergy's approach to materiality is a key driver for identifying issues to include in our sustainability strategy and reporting. We use stakeholder feedback and analytical tools to understand the economic, environmental and social impact of our activities. Feedback is obtained through engagement at many levels described throughout this report. We then use this stakeholder input from dialogue, surveys and other means to help prioritize the most material issues and ensure that our sustainability focus is on these most important areas.

In addition, Entergy has a long history of identifying key risks and opportunities that can impact our business performance. Business risks and opportunities are integrated into our enterprise risk management and strategic planning processes. Entergy publicly states our points of view on these issues in our Annual Report to Shareholders, sustainability report and other financial reporting.

Trends and Issues Affecting Our Industry

In the year since our last report, new issues emerged and others were recast. In particular, we have taken action on the following major issues to mitigate their potential impact on our customers, shareholders, employees and communities. In addition to these, in this report we are increasing disclosure on the most material issues to our company and our stakeholders in the areas of financial performance, safety and operational excellence, customer satisfaction, environmental practices, community impact and work force development.

- **Aging Electric Utility Infrastructure**

  The Electric Power Research Institute estimates net investment needed to realize an intelligent, flexible U.S. power delivery system is in the range of $300 billion to $500 billion over the next 20 years. Total utility industry investment, including generation resources, could reach $2 trillion or more. At Entergy, we believe the independent electric transmission model with its singular focus on transmission system performance, planning and operations is the most advantageous structure for realizing the type of transformation needed in U.S. transmission systems. In 2011, we announced an agreement to spin off then merge our electric transmission business into ITC Holdings Corp. Through this proposed transaction, our utility customers can realize benefits of the independent transmission model in addressing future realities, and Entergy can maintain its flexibility to provide affordable and reliable power to our customers over the long term.

- **Nuclear Safety**

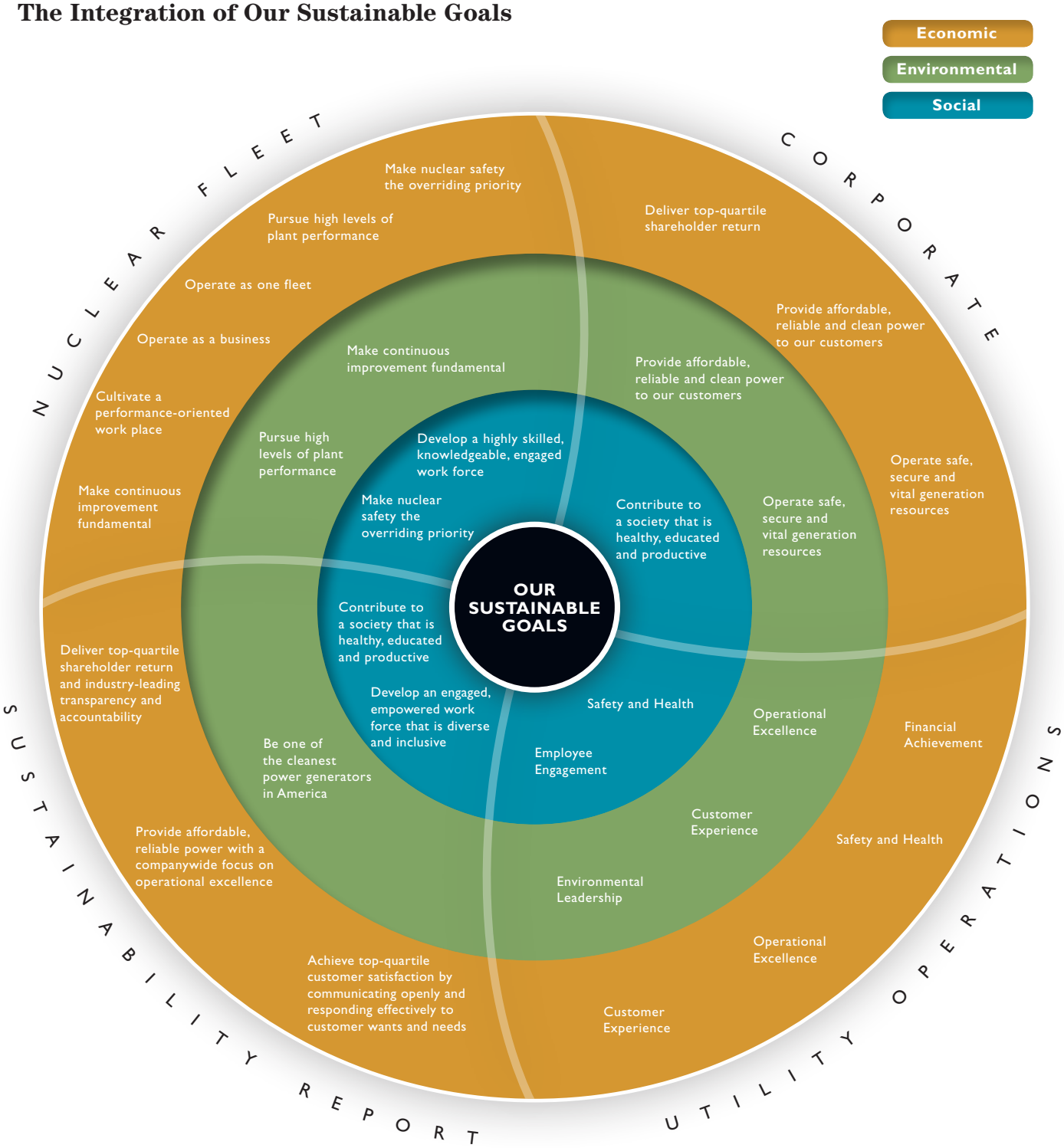
  The earthquake and tsunami at the Fukushima Daiichi Nuclear Power Plant in Japan in March 2011 led to a detailed review of the entire U.S. nuclear fleet. Within days of the event, we performed a walkdown of each of our 11 nuclear units and found that the plans, processes and measures put in place as a result of continual safety improvements provide defense-in-depth, with multiple physical barriers and multiple safety systems protecting against events such as what happened at Fukushima. We intend to implement near-term measures directed by the U.S. Nuclear Regulatory Commission and will continue to add new practices and technologies to fortify and improve our nuclear safety. Entergy also took a leading industry role with the U.S. media and public in communicating the implications of Fukushima. Our company representatives conducted nearly 100 interviews and briefed numerous civic groups and others on company actions.

- **Climate Change**

  Entergy is a long-time, active advocate for policy action to address climate change. In our point of view, climate change poses unacceptable risk to our region, our business, our society and our planet. We've presented guidelines in the past for a sustainable carbon policy, but in the face of political realities and the urgency of the climate change issue, we now advocate a simpler approach. Our approach includes immediate adaptation efforts in vulnerable areas, elimination of inefficient climate-related subsidies and mandates, a national carbon fee on every ton of CO_2 across the economy, and a large innovation effort by government directed toward basic research and funding demonstration projects. We believe America needs to be a part of a global strategy to address climate change.

JUMP TO *More detail on our Fukushima response, facts on Entergy nuclear plants and information on the U.S. nuclear response is available on the Entergy website at* ***entergy-nuclear.com/fukushima****.*

The Integration of Our Sustainable Goals



Entergy has a long-standing corporate commitment to specific economic, environmental and social goals, outlined in our Annual Report to Shareholders. Individual business functions, notably utility and nuclear operations, also have excellence goals unique to their functions but simultaneously supporting ongoing progress in these three key sustainable business areas. Often, a single goal advances Entergy's efforts on several sustainability fronts.

To Our Stakeholders

Electricity makes our lives better – it makes our world better. But just as our world is changing, we are entering a new phase in the industry, a phase of transformation and renewal in the way we produce and deliver power. If we keep doing business the same way we always have, we will fail. Sustainable practices offer a business framework to ensure success.

When we began our sustainability journey at Entergy more than 10 years ago, we knew that sustainable business practices were crucial to ensuring our vital commodity, energy, is available to meet the needs of all stakeholders. The people we serve want affordable, reliable power. The people we work with deserve a safe, fulfilling work environment. The people we work for, our investors, want sound financial growth.

These needs don't change, but over the past 10 years, we have refined and improved our approach to sustainability in order to ensure that safe, reliable, affordable energy will be there – and Entergy will be providing it in the soundest manner possible. Our goals in many areas are now more specific, such as achieving top-quartile shareholder return, reducing CO_2 emissions and improving safety performance of employees. Our goals are also broader. For example, our Low-Income Initiative now engages more partners in providing more assistance to more people. This year, we are also improving our approach to sustainability reporting, using the Global Reporting Initiative for our reporting structure.

We have learned many lessons over the past 10 years. We learned that standards are raised every year. Experience creates greater knowledge, which leads to more ambitious goals and more room for improvement – always. We learned that forward progress is not linear. As in any effort, there are missteps to be corrected and in some cases, trust to be regained. We learned over and over that sustainable practices create a solid roadmap, but the journey still takes time, patience, creativity and an open mind.

I'm very proud of what we have accomplished as a company on our sustainability journey; however, there is much more we can do.

2011 Sustainability Outcomes

We realized many positive outcomes in 2011 related to our sustainable business goals.

For our customers, who depend on affordable, reliable energy:

- Average residential rates for Entergy utility customers were below the U.S. average, as they have been for the last five years.
- Customer satisfaction ratings as measured in a J.D. Power and Associates residential customer survey improved, with Entergy Arkansas, Inc., and Entergy Texas, Inc., among the most improved.
- In a tough economic climate, we stepped up efforts to assist our low-income customers – raising approximately $3 million in bill payment assistance funds, a 19 percent increase over 2010. This total includes a special one-time 2:1 match from Entergy shareholders in response to extreme summer heat.
- Entergy Wholesale Commodities 2011 net nuclear generation of 40.9 million megawatt-hours was second only to its record-setting 2008 production.

For our communities, who want safe, clean operations to strengthen the social environment:

- We completed safety walkdowns at all 11 nuclear units to validate safety systems and procedures in light of Japan's natural disaster and nuclear events at Fukushima.
- We invested in and announced purchase plans for a number of generation facilities using clean, lower-carbon natural gas. We also continued work to uprate our Grand Gulf Nuclear Station by approximately 178 megawatts, electricity produced with no air emissions in the conversion of fuel to energy.

Sustainability Goals

Provide affordable, reliable power with a companywide focus on safety and operational excellence

Achieve top-quartile customer satisfaction by communicating openly and responding effectively to customer wants and needs

Be one of the cleanest power generators in America and inspire others to preserve and protect the environment

Contribute to a society that is healthy, educated and productive by strengthening the communities we serve

- We adopted a new, comprehensive 10-year environmental strategy, Environment^{2020}, focused on clean generation, reduced environmental footprint, adaptation measures, proactive compliance, energy efficiency and employee engagement.
- We recycled nearly 7 million pounds of scrap metal, used equipment and other material and continued efforts to reduce hazardous waste, with 2011 levels down nearly 45 percent from 2007. Through our paper, plastics and aluminum recycling programs, we recycled more than 75,000 pounds, about half of which was white paper, saving 17,143 trees.
- We met our voluntary cumulative CO_2 emissions stabilization commitment. CO_2 emissions for 2000 to 2011 were 12.6 percent below our stabilization goal.

Develop an engaged and empowered work force that is diverse and inclusive

For our employees, who want a safe, personally fulfilling place to work:

- Our safety performance improved as measured both by lost work day incident rate and recordable accident index. Our recordable accident index of 0.57 injuries per 100 employees was the lowest in company history, and more than 20 percent lower than the previous four-year average.
- Our wellness programs have contributed to more preventive health screenings of Entergy employees and a reduction in average reported risk factors to 2.12, with improvements in 8 out of 14 high risk areas such as blood pressure, cholesterol, physical activity, seat belt usage or stress.

Deliver top-quartile shareholder return and industry-leading transparency and accountability

For our investors, who expect us to maximize value in our business:

- We generated record operational earnings per share for the 11th time in the past 12 years.
- Our corporate governance practices achieved a perfect 10.0 rating from GovernanceMetrics.

At the same time, we had an unacceptable outcome in total shareholder return, which was 8.3 percent. This ranked in the bottom quartile of our peer group. While our utility fundamentals are strong and include a constructive investment program, financial performance at Entergy Wholesale Commodities will continue to see negative pressure from declining natural gas and market power prices and extended license renewal and permit efforts due to regulatory and political pressures.

Also unacceptable last year were our two employee fatalities. We lost a long-time, dedicated and respected co-worker in a traffic-related pedestrian accident. A second employee, who was severely injured on the job in November, died earlier this year as a result of those injuries.

In all areas, but particularly in those where we have fallen short of our goals, we are learning from past events, adjusting our strategies and implementing systems and programs to address any gaps. Sustainability enables us to access opportunities and manage risks posed by a changing competitive environment. This includes industry trends and issues that present risks as well as opportunities to Entergy.

Champions of Sustainability

As Entergy moves into the second decade of our sustainability journey, we're encouraged by the progress we've made and excited by the opportunities we see. This report is just one of the ways that the company holds itself accountable to our values and our stakeholders while upholding our commitment to transparency.

As you learn about many of our initiatives in this year's report, we hope you are as inspired as we are by the enthusiasm and creativity of our employees and many partners who take pride in doing something that matters. What we do translates into a safer business environment, lower customer rates, better power reliability and a healthier bottom line for the long-term sustainability of the company.

What we do matters. How we do it matters even more. That makes all the difference in the world.

J. Wayne Leonard
Chairman and Chief Executive Officer

ECONOMIC PERFORMANCE

Maximizing Value for Our Stakeholders

OUR GOAL

Deliver top-quartile shareholder return and industry-leading transparency and accountability

WHY IT'S IMPORTANT

Delivering industry-leading shareholder return enables us to attract capital, enabling Entergy to invest in and grow our business. Doing business with transparency and accountability earns the trust and respect of our stakeholders.

WHAT'S INVOLVED

- Financial Performance Management
- Corporate Governance
- Corporate Risk Management
- Advocacy
- Political Accountability

Financial Performance Management

Our management approach includes financial policies, strategies, procedures and investment processes managed by our chief financial officer and finance organization, and overseen by the finance committee of the board of directors. We employ prudent financial and strategic portfolio management and actively manage our credit metrics and liquidity position in order to be responsible stewards of our investors' resources.

In 2011, we generated record operational earnings per share for the 11th time in the past 12 years, and we returned nearly $800 million to shareholders through a combination of dividends and share repurchases. Although we delivered total shareholder return of 8.3 percent, we trailed our peer group – one of the best performing sectors in 2011 – and ranked in the bottom quartile.

Achieving top-quartile shareholder return is one of our key challenges. Delays in securing license renewals at several nuclear plants as well as low natural gas prices impacting wholesale power revenues have limited our returns in recent years. We are working diligently to address these issues while implementing strategies that will form a foundation for achieving top-quartile shareholder return over the long term.

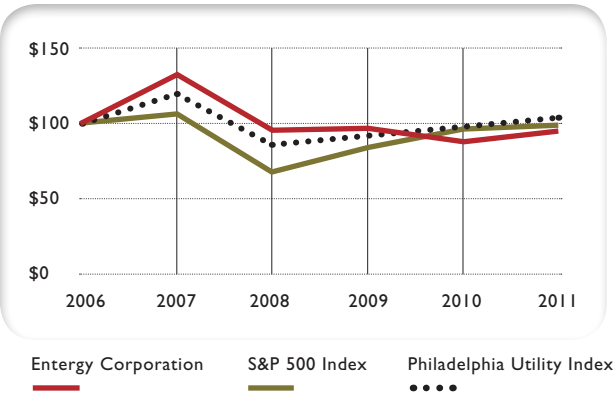
We continue to engage with community leaders, government and regulatory leaders, and other stakeholders to address concerns regarding continued safe operations of our nuclear units. We're confident that ultimately state and federal decision makers will recognize the importance of these safe, secure and vital assets to the economic and environmental quality of life in the communities they serve.

Entergy Wholesale Commodities also is keenly focused on price risk management. EWC previously accelerated its near-term hedging activities – selling more planned generation at current forward prices consistent with our point of view that natural gas and power prices will remain low in the short term. As a result, through the end of 2011, we had sold a significant portion of our planned nuclear generation through 2016 at prices above end-of-February 2012 market prices. We will continue to monitor the markets and trends affecting power prices and adjust our point of view and hedging strategies as appropriate.

JUMP TO *A more detailed discussion of our financial performance is available in our **2011 Annual Report to Shareholders**.*

Comparison of Five-Year Cumulative Return[(a)]

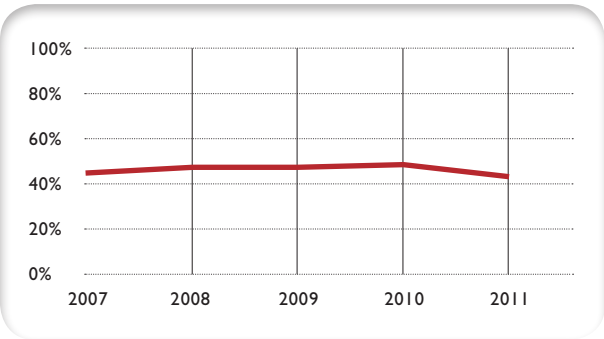
The following graph compares the performance of the common stock of Entergy Corporation to the S&P 500 Index and the Philadelphia Utility Index (each of which includes Entergy Corporation) for the last five years ended December 31.



	2006	2007	2008	2009	2010	2011
Entergy Corporation	$100	$132.55	$95.03	$97.34	$ 87.86	$ 95.14
S&P 500 Index	$100	$105.49	$66.46	$84.05	$ 96.71	$ 98.75
Philadelphia Utility Index	$100	$118.98	$86.57	$95.26	$100.69	$103.57

(a) Assumes $100 invested at the closing price on December 31, 2006 in Entergy Corporation common stock, the S&P 500 Index, and the Philadelphia Utility Index, and reinvestment of all dividends.

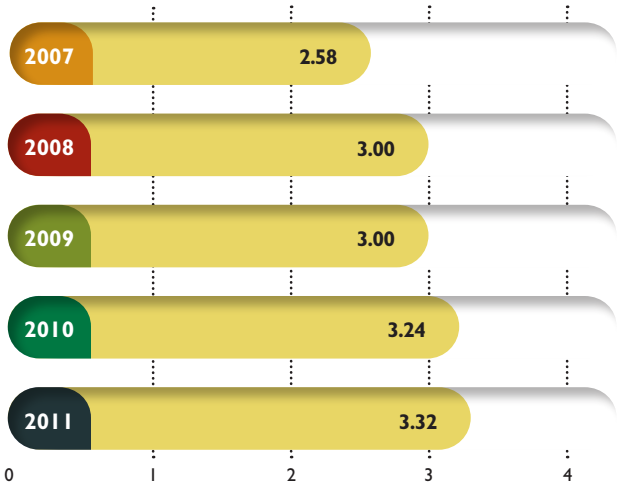
As-Reported Dividend Ratio



	2007	2008	2009	2010	2011
As-Reported	46%	48%	48%	49%	44%

Dividends Over Time

(common dividends paid per share, $)



Did You Know?

Entergy is the only U.S. utility to be named to the Dow Jones Sustainability World Index or the DJSI North America Index or both for 10 consecutive years. The DJSI are composed of the top 10 percent of sustainability-driven companies fulfilling specific economic, environmental and social criteria.

Contributing to a Strong Economy

- We employ approximately 15,000 people who earned $1.2 billion in wages in 2011.
- We paid $546 million in taxes to all levels of government.
- Entergy spends approximately $2.8 billion each year on materials and services.
- In 2011, we purchased $209.3 million in goods and services from diverse suppliers, including women- and minority-owned businesses.
- Entergy and the Entergy Charitable Foundation gave more than $16.5 million in grants in 2011 to improve the quality of life in the communities in which we operate.
- We raised $2.9 million in bill payment assistance funds from customers, employees and shareholders. This total reflects a special one-time 2:1 match from our shareholders in response to extreme summer heat. As a result of this effort, total 2011 contributions increased 19 percent over 2010.
- Over the past three years, our focus on economic development in partnership with state and local officials led to $10.5 billion of capital investment made by investors, business owners and corporations in 578 projects announced in our utility service area that resulted in almost 33,000 jobs.

Corporate Governance Honors

Entergy earned a 10.0 rating from GovernanceMetrics International, the highest possible rating in recognition of best-in-class corporate governance, every year since 2004. Using a proprietary ratings model, GMI, a corporate governance research and ratings agency, ranks approximately 4,200 companies worldwide. A 10.0 rating is given to the top 1 percent, or only 42 companies.

Corporate Governance

Entergy's corporate governance practices are evidence of the company's commitment to operating with transparency and integrity. Our management approach to corporate governance includes an effective board structure supported by clear policies that drive our management systems, performance measurements and accountability. In addition to our corporate governance guidelines, certificate of incorporation, bylaws and board committee charters, we also have a code of business conduct and ethics for our board and a code of business conduct and ethics for employees – our Code of Entegrity – that details the ethical responsibilities of our employees, officers and representatives.

Effective Board Structure

Our board is composed of Chairman and Chief Executive Officer J. Wayne Leonard and 10 independent directors. Our corporate governance guidelines call for the appointment of a presiding director when the offices of chief executive and chairman are combined. The presiding director, currently Gary W. Edwards, is appointed by a majority of the independent members of the board and serves a term of three years. The board met 16 times in 2011, providing oversight of overall performance, strategic direction, key corporate policies and major initiatives. Each incumbent board member attended at least 75 percent of the total number of full board and committee meetings on which he or she serves. The board's six standing committees (and their meeting frequency in 2011) are: audit (12), corporate governance (9), personnel (7), finance (7), nuclear (7) and executive (0 – The executive committee is authorized to act for the board on certain matters as needed, but did not meet in 2011.)

This is a pictorial representation of Entergy's ethics and compliance program.

The steps or rows at the bottom of the illustration are the foundational elements.

The supporting columns are the implementation elements.

Together, they form a framework that supports a strong ethics and compliance culture.

Ethics and Compliance

The foundation of our ethics and compliance culture includes an assessment of laws, regulations and internal policies relevant to our operations, analysis of risks and identification of control measures to manage risk. Using Entergy's compliance and risk tools, controls are then deliberately managed through preventive and detective measures, remediation, corrective action and continuous improvement. Senior management sets the tone for ethical business practices, provides resources for compliance, addresses issues as they arise and supports maintenance of a 24-hour Entergy Ethics Line – a third-party, toll-free telephone line that enables anonymous reporting of Code of Entegrity and other violations or concerns.

Highlights of our 2011 ethics and compliance performance include:

- All 21 senior executives certified they maintained effective ethics and compliance programs in their organizations for the prior year and reaffirmed their commitment to promoting ethics and compliance going forward.
- Entergy employees satisfied approximately 95,000 current ethics and compliance training course requirements specific to their job functions and business units.
- The Discrimination and Harassment Prevention module, which is required of all Entergy employees, underwent a substantial update in content and format.
- Ten additional existing computer-based courses were updated.

JUMP TO *Read our Code of Entegrity at* ***entergy.com/about_entergy/entegrity***.

Vermont Yankee: We Wish Things Were Different

We understand that the citizens of Vermont are deeply divided on the subject of nuclear energy. Many support Vermont Yankee, and we appreciate that. Others feel strongly that the plant should not continue to operate. While we do not agree, we respect those views and the public's right to express them.

We worked with state and local government leaders, community leaders, regulators and other stakeholders for many years to address concerns related to license renewal at Vermont Yankee. In 2011, the Nuclear Regulatory Commission extended Vermont Yankee's operating license for another 20 years after a thorough and exhaustive review. However, the Vermont General Assembly withheld authority from the Vermont Public Service Board to issue a Certificate of Public Good, which was required by state law for continued operation of Vermont Yankee.

In such a disagreement between a business and its host state, the first choice for Entergy is always to try to work with stakeholders and find a meeting of the minds. That is what we have tried to do, but in the end, a compromise proved impossible. The only choice left to us was to seek resolution of our disagreement with the state of Vermont through the judicial process in the federal courts.

In January 2012, the U.S. District Court ruled that certain of the state's attempts to force closure of Vermont Yankee were, in fact, unconstitutional. This decision was good news for Vermont Yankee employees, the environment and community. However, judicial and state regulatory processes continue as state officials are appealing the District Court's decision and the Vermont Public Service Board is considering Vermont Yankee's amended application for a Certificate of Public Good for continued operation.

We wish things were different. But we have responsibilities to our investors, to our employees and to local residents and businesses that depend on affordable, reliable electricity.

JUMP TO *Learn more about the issues surrounding the continued operation of Vermont Yankee at* ***safecleanreliable.com****.*

JUMP TO *We welcome your feedback at* ***entergy.com/contact_us****.*

Corporate Risk Management

Entergy manages risk through an integrated framework that extends from board oversight to business unit risk identification and analysis. This framework, which includes standard risk control processes, ensures risks are consistently assessed and effectively managed throughout our business.

At the highest level, our board of directors provides oversight through risk assessment processes. Certain responsibilities are delegated to the audit committee and other board committees consistent with their areas of responsibility. Within corporate management, Entergy's Office of Corporate Risk Oversight measures, monitors and manages business and commodity risks. In other corporate and business unit groups, we analyze and monitor a full spectrum of environmental, social and governance risks stemming from supply and demand economics, regulatory trends, climate change, work force demographics and other issues.

Advocacy and Political Accountability

Entergy's success depends on sound public policies at national, state and local levels. We are involved directly and through trade organizations such as Edison Electric Institute, Nuclear Energy Institute and Clean Energy Group in regulatory and legislative initiatives in a broad spectrum of policy areas. These issues can have an immediate and dramatic effect on our operations. Through our participation and that of our employees, we promote legislative and regulatory actions that further our business objectives.

Our management approach is to inform employees, customers, shareholders and the public on important issues, maintain a constructive dialogue with key stakeholders and lead by example, demonstrating responsible behavior and supporting sound public policy.

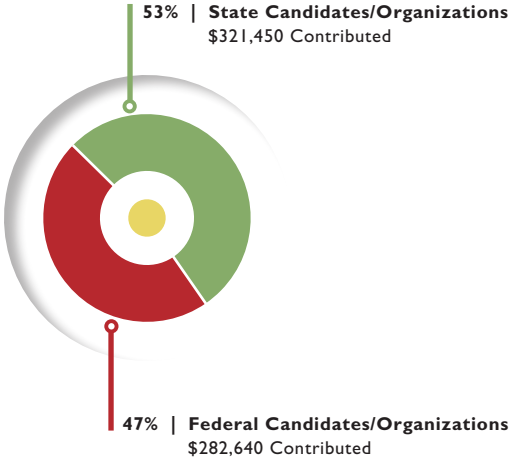
Key policy issues affecting our business span the economic, environmental and social interests of our stakeholders, including:

- **NUCLEAR SAFETY:** Following the 2011 Fukushima disaster, we assigned full-time staff to work closely with governmental regulators, the U.S. electric industry and world nuclear organizations to share best practices and advocate for advanced safety and preparedness measures. We confirmed the readiness of all our nuclear units to respond safely to natural disasters but commit to continuous evaluation of ways to increase our safety margin. Our chief nuclear officer, John Herron, is a member of the Way Forward committee, composed of leading nuclear and electric power experts who seek to ensure nuclear safety and security worldwide.
- **GENERATION POLICY:** We believe the Clean Energy Standard released by the Obama administration in 2011, in which clean energy sources are defined to include renewable energy, nuclear power and partial credits for clean coal and efficient natural gas, is an improvement over many of the state-level renewable energy standards. We advocate for the standard to include a mechanism for making use of existing, underutilized natural gas generating capacity to substitute natural gas for coal.
- **ENVIRONMENTAL:** We believe the U.S. Environmental Protection Agency used flawed analysis as the basis for the Cross-State Air Pollution Rule, released in July 2011, because the EPA's modeling failed to take into account transmission-congested areas where generation facilities with higher emissions must be used to ensure transmission grid stability. Consequently, companies like Entergy would not have been allocated sufficient emission allowances to operate plants required to maintain transmission reliability. Joining a long list of utilities and states, Entergy filed a petition asking the U.S. Court of Appeals for the District of Columbia to review

CSAPR and requested the court stay implementation while it reviews the legality of the rule. The stay was granted, and the legal review and court decision could take several months. In the meantime, EPA issued a revised version of CSAPR that eases some restrictions but that may also be contested.

- **CLIMATE CHANGE:** Entergy is a long-time, active advocate for policy action to address climate change. We've presented guidelines in the past for an aggressive carbon policy, but in the face of political realities and the urgency of the climate change issue, we now advocate a simpler approach. Our approach includes immediate adaptation efforts in vulnerable areas, elimination of inefficient climate-related subsidies and mandates, a national carbon fee on every ton of CO_2 emissions across the economy, and a large innovation effort by government directed toward basic research and demonstration project funding.
- **POVERTY:** We advocate for increased funding for the federal Low Income Home Energy Assistance Program and participate in LIHEAP Washington Action Day events to promote the program. LIHEAP is estimated to reach only one out of every five eligible American households and the program faces significant cuts due to budget concerns. We also advocate for state and local programs and funding to ensure low-income customers maintain access to electricity.

2011 Entergy Corporation Political Action Committee
(disbursements, $604,090)



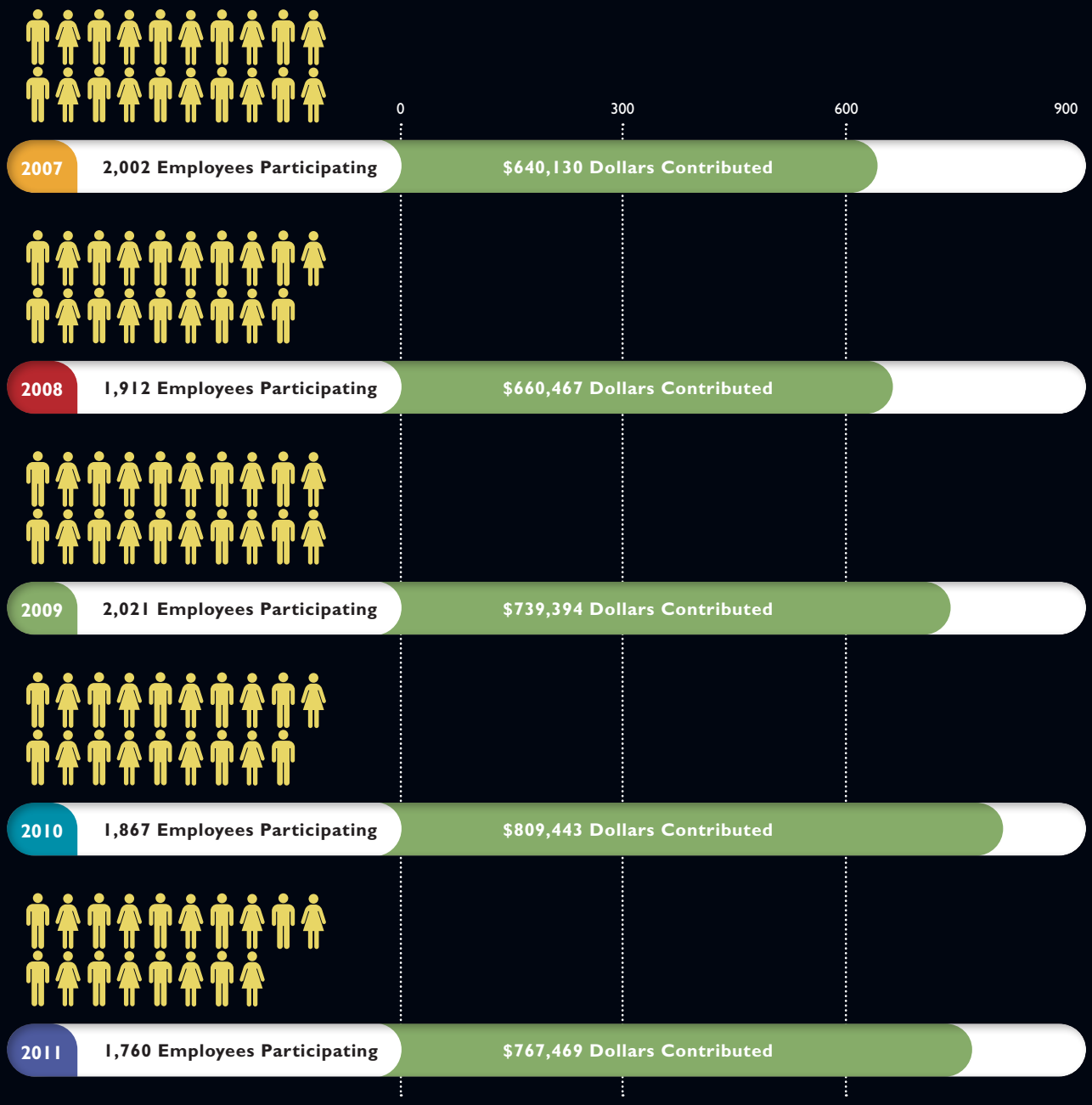
More than half of employee contributions stay in states where we live and work.

Political contributions of all types are subject to extensive governmental regulation, public disclosure laws and reporting requirements. Entergy has stringent procedures to ensure full compliance. Our management approach includes board oversight through the corporate governance committee, which receives a report on our political contributions at least annually, policies that prohibit direct corporate contributions to all political candidates and a well-defined approval process for corporate contributions to federal, state or local political associations and organizations. Entergy participates in national, state and local issues through membership in trade organizations, and we actively promote the economic health of the communities we serve through activities with chambers of commerce.

We encourage our employees to participate in the political process through the Entergy Corporation Political Action Committee. In order to maintain an open, accessible process, Entergy encourages ENPAC members to get personally involved in contribution requests, even for local candidates. ENPAC contributions go directly to support state and federal political candidates. More information on ENPAC is available on the Federal Election Commission website at **fec.gov**.

JUMP TO *Our complete political contributions report is available at **entergy.com/investor_relations/corporate_governance.aspx**.*

2011 ENPAC Membership Participation



Although overall giving is strong, to combat declining membership numbers due to recent retirements, ENPAC is embarking on a three-year strategy to include new avenues of membership participation including social media and more local event choices.

= Approximately 100 Employees

ECONOMIC PERFORMANCE

Managing Exceptional Operations for Our Customers

OUR GOAL

Provide affordable, reliable power with a companywide focus on safety and operational excellence

WHY IT'S IMPORTANT

Reliable, affordable power is essential to the residential, business and other customers who count on us every minute, every day. This is why we exist as a business. Providing this essential service safely, effectively and efficiently with a spirit of continuous improvement summarizes our approach to operational excellence.

WHAT'S INVOLVED

- Operational Performance Management
- Employee and Contractor Safety
- Reliability
- Emergency Preparedness and Response
- Supply Chain Development

Operational Performance Management

We are committed to operational excellence through effective use of resources. By emphasizing continuous improvement, we eliminate waste and assign savings to areas requiring funding. We also employ robust processes and systematic review against internal and industry benchmarks.

Our management approach includes operational safety systems and programs, strategic portfolio management, price risk management, constructive regulatory processes and other procedures to support effective, efficient operations.

Key indicators of our 2011 operational performance include:

Reliable Safety Systems

We completed the immediate Nuclear Regulatory Commission-mandated measures following the Fukushima disaster in 2011. Our own detailed walkdowns and reviews confirmed that defense-in-depth – multiple safety systems and multiple physical barriers – provides for safe operation even in extreme environments. In addition to federal regulatory responses, we took a leadership role within the industry to identify efforts that go beyond compliance in ensuring safety, such as ordering additional emergency supplies and equipment.

Strategic Portfolio Management

We took strategic actions to bolster our generation portfolio in both utility and wholesale operations. EWC acquired the Rhode Island State Energy Center, a 583-megawatt combined-cycle gas turbine plant located in the New England Independent System Operator market.

In the utility business, Entergy Louisiana closed on the purchase of the 578-megawatt Acadia plant. Also, Entergy Arkansas and Entergy Mississippi each announced plans to purchase a CCGT unit; Entergy Louisiana requested regulatory approval to build a 550-megawatt CCGT unit at its existing Ninemile Point plant, including selling a portion of the output to Entergy Gulf States Louisiana and Entergy New Orleans. Work continued on the approximately 178-megawatt uprate project at Grand Gulf Nuclear Station, with significant progress during the plant's spring 2012 refueling outage. We also submitted an application to the Nuclear Regulatory Commission to extend Grand Gulf's existing 40-year operating license, which expires on Nov. 1, 2024.

We announced two separate transmission proposals in 2011 to benefit our utility customers: the move to join the Midwest Independent Transmission System Operator and the plan to spin off and merge our electric transmission business with ITC Holdings Corp. Potential customer savings from joining MISO are more than $1 billion over a 10-year period, with improved reliability. Customers also will benefit from the singular focus ITC can provide on transmission system performance, planning and operations.

Price Risk Management

EWC previously accelerated its near-term hedging activities, selling more of its planned nuclear generation at negotiated prices that are consistent with our point of view that natural gas and power prices will remain low in the near term. Hedging activity, excluding the Palisades Power Plant's long-term power purchase agreement, through the end of 2011 resulted in 77 terawatt-hours of planned nuclear generation hedged through 2016 at $800 million above February 2012 market prices.

Constructive Regulatory Processes

We continued to pursue positive regulatory outcomes with local, state and federal regulators in matters including licenses and permits as well as rates. Throughout 2011, we worked to advance the license renewal processes at various stages of approval for Pilgrim Nuclear Power Station, Vermont Yankee Nuclear Power Station and Indian Point Energy Center Units 2 and 3. In addition, formula rate plans pursued in all our utility companies allow for more interactive regulatory processes, reduce regulatory lag and improve administrative efficiency. An alternative to traditional cost-of-service regulation, formula rate plans provide specific and detailed procedures for reviewing a narrower set of issues considered in setting rates.

JUMP TO *A more detailed discussion of our operational performance is available in our **2011 Annual Report to Shareholders**.*

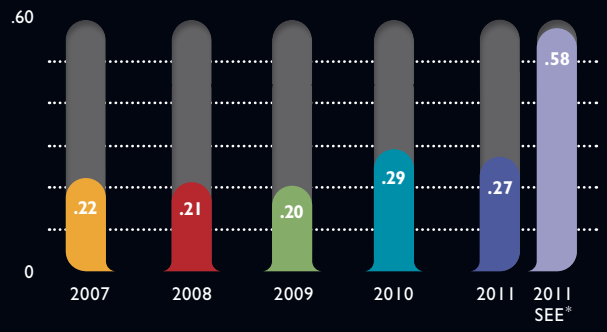
Ninemile Point Plant

Entergy Louisiana, LLC, requested approval to build a 550 MW CCGT unit at our existing Ninemile Point site in Westwego, La.

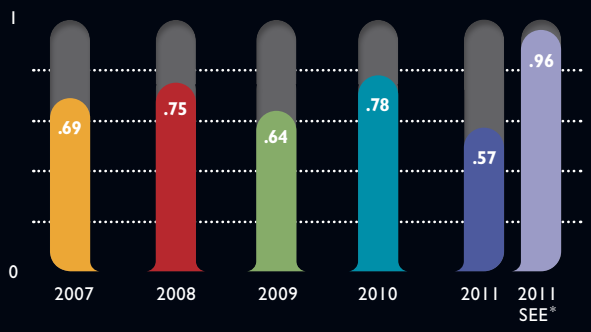
Did You Know?

Entergy Wholesale Commodities 2011 net nuclear generation of 40.9 million megawatt-hours was second only to its record-setting 2008 production.

Lost Work Day Incident Rate
(# of lost work day injuries/100 employees)



Recordable Accident Index
(# of injuries/100 employees)



* Southeastern Electric Exchange

Lost work day incident rate and recordable accident index for Entergy employees and contractors improved in 2011. RAI for Entergy employees was the lowest in company history.

Entergy's performance trend as well as 2011 comparison with the average of 17 peer companies in the Southeastern Electric Exchange

Employee and Contractor Safety

Safety is a core value for the corporation and each of our employees and contractors. Our goal is to achieve an accident-free work environment. Our management approach includes policies, systems and programs to build awareness and foster an employee-owned safety culture.

Safety, Health and Environmental Management

The Safety, Health and Environmental Management System, or SHEMS, aligns safety and environmental goals, processes and resources across our organization and enables us to monitor performance in a manner consistent with the International Organization for Standardization 14001 standard for environmental protection as well as the U.S. Occupational Safety and Health Administration's Voluntary Protection Program for safety. All Entergy employees receive SH&E training as required by their job functions, and safety criteria are included in annual performance incentives of Entergy leaders and employees.

As part of SHEMS, we conduct regular third-party and internal audits to verify compliance status and safety and environmental best practices. Audit results are reported regularly to management and annually to the audit committee of the board of directors. In 2011, Entergy increased facility and program audits by 20 percent and increased the proportion of unannounced audits.

2011 Performance

Employee and contractor safety performance as measured by lost work day incident rate and recordable accident index improved in 2011. We achieved the lowest RAI in company history. However, we lost a long-time, dedicated and respected co-worker when he was struck by a vehicle while crossing the street during a fire drill. Another employee severely injured on the job in November died earlier this year from those injuries. These

Did You Know?

Two employee groups reached significant milestones in 2011 for years without lost-time injuries: Entergy Louisiana north field metering (70 years) and Entergy Louisiana metro and south area design (45 years).

Remember the Reasons

Remember the Reasons is a companywide safety initiative that asks employees to post online their personal reasons for making safety a core value. It supports an open dialogue among employees on why safety is important and reinforces our efforts to build an employee-owned safety culture.

employee fatalities, our first since 2005, are devastating. We will never be satisfied with our safety performance as long as there is one injury on the job. We are fully committed to raising safety awareness, reducing identified risks and redoubling our efforts to achieve an accident-free work environment.

The OSHA Voluntary Protection Program recognizes outstanding efforts of employers and employees who have worked cooperatively to achieve exemplary occupational safety and health. As of year-end 2011, approximately 70 Entergy work sites, or about 60 percent of the Entergy sites that can feasibly file for certification, have achieved OSHA VPP Star status, the highest possible rating for an industrial work site. Achieving VPP Star status is a tremendous employee-driven achievement and evidence of Entergy's strong safety culture.

Contractor Safety

Our contractor partnering safety model is designed to identify and develop solutions to potential safety issues with the goal of eliminating the need for reactive discipline. Contractor partnering is administered by safety advisory boards aligned with specific groups such as vegetation, line, substation and meter reading organizations.

An Accident-Free Work Environment

While we recognize we still have much to do to achieve an accident-free work environment, we are encouraged by accomplishments of specific Entergy work groups such as our New Caney Network employees in Texas, who have worked more than 20 years without a lost-time accident. We continue to work to identify root causes of accidents, implement systematic responses and build greater employee and contractor awareness and ownership of safety performance. We are also working to increase employee health and wellness through programs that encourage employees to embrace a "Live Safe and Healthy" attitude.

Reporting on Our Five-Year Safety Strategy

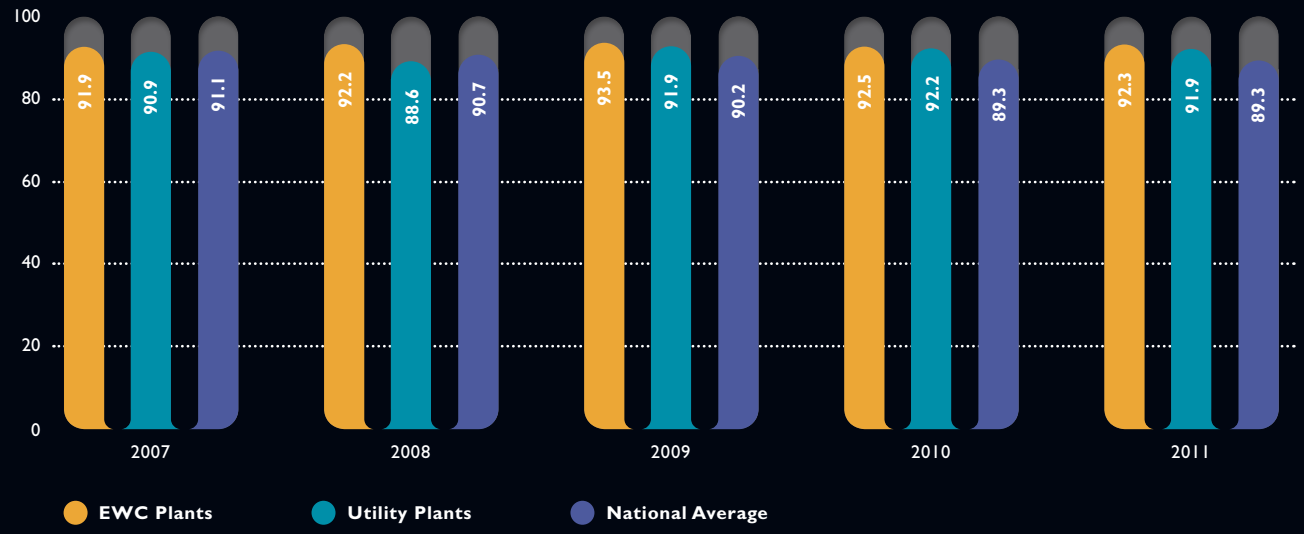
In 2007, we set a five-year goal of reducing RAI and LWDIR for Entergy employees by 50 percent, using 2004 as the base year, and eliminating employee fatalities. We developed a comprehensive safety strategy based on six initiatives:

- Hazard assessment/barriers
- Human performance
- Ergonomics
- Contractor safety
- Active safety participation and ownership
- Safety information management system

We completed the five-year period at year-end 2011, making excellent progress but falling short of our goals. We reduced RAI by 44 percent from the 2004 base-year and we reduced LWDIR by 29 percent. In 2011, we experienced the only employee fatality in the five-year period and a second employee injured in 2011 died this year. We learned a great deal from our first comprehensive, companywide safety strategy and have begun developing a new strategy, Safety^{2020}, with expanded focus on employee wellness in addition to safe work practices and accident prevention.

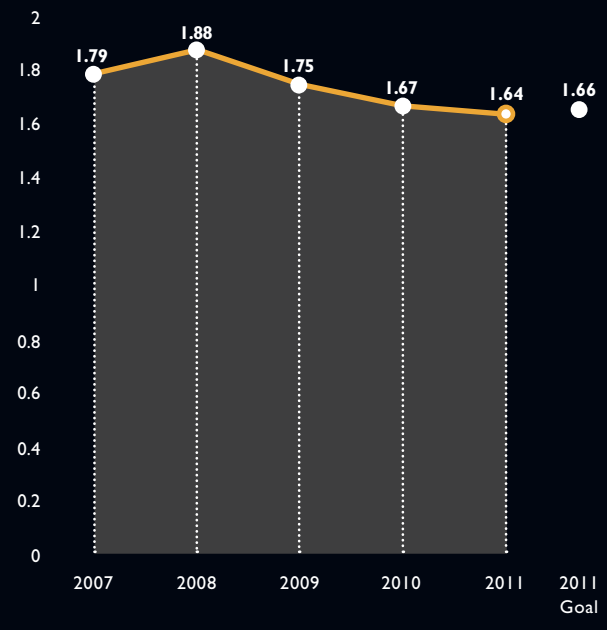
Nuclear Fleet Capability Factor

(18/24-month operating cycle, %)



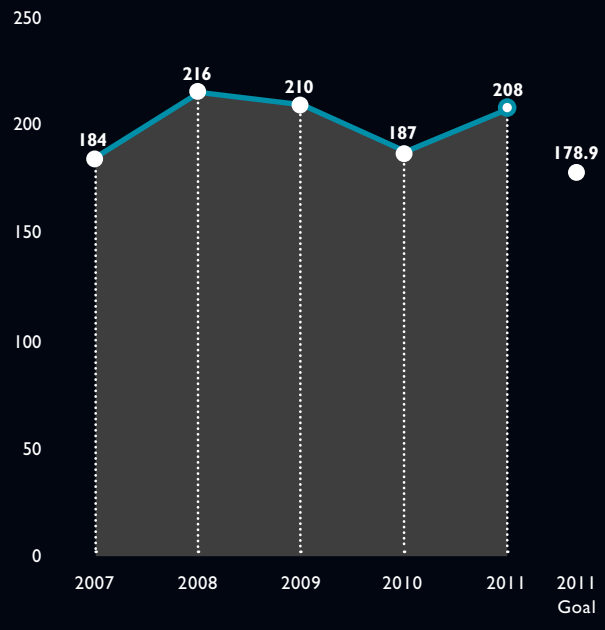
Five-Year Utility Reliability Performance

Outage Frequency



Total customer interruptions excluding major events/number of customers served

Outage Duration



Total customer interruption minutes excluding major events/number of customers served

Reliability

Safe, reliable operations are a top priority at Entergy, and we continuously look to new programs or technologies to improve performance in outage frequency and duration. In 2010, we implemented a centralized transmission and distribution reliability program for the first time. The program assesses current best practices, measures the outcomes of reliability projects and targets continuous improvement. Major reliability programs include:

- A targeted circuit program that includes inspections of poor performing circuits, targeted circuit inspection training and measurement of subsequent outage performance.
- A five-year backbone inspection program that incorporates the use of infrared cameras to detect equipment that is running hot and prone to failure.

Other efforts range from new technologies, such as automatic load transfer systems that automatically sense a fault and transfer loads so that only isolated segments lose power, to programs to control vegetation around power lines. Entergy Texas, for example, annually performs vegetation management on more than 20 percent of their 11,000 miles of overhead distribution lines.

In 2011, we announced proposals for our utility operating companies to join the Midwest Independent Transmission System Operator as well as a separate transaction to spin off and merge our transmission business with ITC Holdings Corp. Turning functional control of the transmission grid to MISO will result in meaningful benefits to utility customers including potential savings of more than $1 billion over a 10-year period and enhanced system reliability from MISO's sophisticated electric grid management tools. Following the spin-off and merger with ITC, a leading independent electric transmission company, customers will benefit from the singular focus ITC can provide on transmission system performance, planning and operations.

Nuclear energy plants operated effectively and efficiently are inherently reliable, producing electricity uninterrupted for as long as 24 months. Entergy's nuclear team is widely recognized in the industry for its expertise in nuclear operations. Our management approach to ensure reliability of our nuclear operations includes strengthening safety and security, ongoing investments to maintain and improve material condition and capacity factor of our nuclear fleet, and a push for continuous improvement in all aspects of operational performance.

Gas Service Reliability Up by 65 Percent

As part of our utility business, we provide gas service to more than 192,000 customers living in the New Orleans and Baton Rouge, La., areas. Entergy's Gas Distribution business continues to manage the largest natural gas rebuild effort in company history – replacement of approximately 844 miles of underground pipe damaged following Hurricane Katrina. Running ahead of schedule and under budget, the project has improved gas service reliability by reducing water-related outages to Entergy New Orleans customers by 65 percent since 2006.

Best-in-Class Honors for Entergy Nuclear

The Nuclear Energy Institute recognized Entergy with two 2011 Top Industry Practice awards, recognizing best new practices in the industry. Indian Point Energy Center was recognized in plant operations excellence for an equipment hatch closure plug designed, manufactured, tested and installed at Indian Point to improve safety during outages. Arkansas Nuclear One was recognized in materials and services excellence for creation of tungsten shielding and vests, which were subsequently used to protect emergency response workers at Fukushima.

Emergency Response Honors

Entergy's storm response capabilities have earned the Edison Electric Institute Emergency Recovery Award, the EEI Emergency Assistance Award, or both, for 14 consecutive years.

Making the Grade at Grand Gulf Nuclear Station

In November 2011, Grand Gulf's emergency response organization conducted a two-day exercise simulating contamination in an area extending a 50-mile radius around the Claiborne County, Miss., plant. The exercise included representatives from dozens of agencies within Mississippi and Louisiana, and numerous federal agencies. Representatives from approximately 25 affected counties and parishes also attended. The Nuclear Regulatory Commission graded Grand Gulf's performance as successfully demonstrating emergency response capabilities. The Federal Emergency Management Agency graded outside agencies working with Grand Gulf, noting actions that can help state and local agencies improve their ability to protect the public in an emergency.

Emergency Preparedness and Response

Safe, fast, effective power restoration following severe weather events is essential to reliability. Our management approach centers on a "Preparation Never Stops" philosophy that includes continual monitoring of weather systems, staging of resources prior to anticipated weather emergencies, mobilization to restore outages, clear and frequent communications with customers, the media and government officials, continuous improvement of our storm response capabilities based on past performance, collaboration with neighboring utilities, contractors and government officials and extensive storm response training including detailed storm simulations.

Available on our website is an e-book titled "Operation: Storm Ready" that details Entergy's plan for severe weather and provides tips for customers to prepare their homes and businesses.

Our nuclear team conducts ongoing programs evaluated by the Nuclear Regulatory Commission to ensure nuclear emergency readiness. These include ongoing risk analyses and design enhancements to address natural and manmade risks, and extensive operator training and drills to prepare for extreme conditions. Emergency response plans protect public health and safety, and are regularly exercised in cooperation with local, state and federal agencies. All Entergy nuclear plants have severe accident management guidelines that prescribe actions beyond normal emergency operating procedures. These guidelines address severe challenges to the reactor core of the kind experienced at Fukushima. More information on our nuclear emergency readiness is available at **entergy-nuclear.com**.

In 2011, our utility storm response teams and EWC nuclear teams were challenged with weather events including historic flooding, tornados and tropical storms. During Hurricane Irene on the East Coast, EWC sequestered nuclear plant staff at Indian Point, Pilgrim and Vermont Yankee, and coordinated its preparations with the Nuclear Regulatory Commission, the Federal Emergency Management Agency, independent system operators and various government officials. All three plants operated safely and at full power throughout the weather events.

As part of its mutual assistance agreements with other U.S. utility companies, Entergy utility operating companies sent seasoned crews of tool workers and support personnel in response to mutual assistance calls received as Hurricane Irene hit the Mid-Atlantic states and began to track through New England. The crews, which were a mix of Entergy employees and contract restoration workers, provided more than 116,000 worker-hours of assistance. The Edison Electric Institute recognized Entergy's assistance efforts with its 2011 Emergency Assistance Award.

JUMP TO *More information on our utility storm response capabilities including real-time updates during severe weather events is available on the Entergy Storm Center at* ***entergy.com/stormcenter***.

Additionally, Entergy earned the 2011 EEI Emergency Recovery Award for outstanding restoration efforts to its own customers throughout the year following 11 severe weather events including tornados, floods, severe thunderstorms, a tropical storm and drought.

Supply Chain Development

A healthy, sustainable supply chain is vital to the more than $2.8 billion of materials and services we purchase to enable the delivery of reliable, affordable power to our customers. Our management approach to maintaining and further developing a healthy supply chain includes a defined supplier code of conduct, initiatives to build a more sustainable supply chain and a program for encouraging and facilitating greater supplier diversity and programs.

We expect suppliers to behave in a manner consistent with our supplier code of conduct in their interactions with Entergy and its employees. Our supplier code of conduct articulates our ethical expectations and obligations of suppliers who work with Entergy. The complete document is available at **entergy.com/content/operations_information/supply_chain/supplierscode.pdf.**

Our supply chain sustainability initiatives include a number of programs to improve the safety and environmental performance of our suppliers. In 2008, we joined with other investor-owned electric companies to form the Electric Utility Industry Sustainable Supply Chain Alliance, which is working in specific sectors to reduce greenhouse gas emissions and improve efficiency. While no longer an alliance member, we continue to work with our non-fuel suppliers to improve their environmental performance. Our contractor safety program is discussed in the safety section of page 23.

Our supplier diversity initiative provides important benefits to Entergy and suppliers. Entergy gains a diverse pool of qualified suppliers, quality products and services resulting from increased competition and a higher level of service and flexibility. Our suppliers gain an understanding of our business practices, policies and requirements and a resource to align and capitalize on business opportunities and achieve their goals. The program identifies, prequalifies and promotes the utilization of diverse suppliers including minorities, women, veterans, disabled veterans and HUB Zone suppliers. A second-tier program includes built-in guarantees that our primary suppliers use minority- and women-owned businesses. Since its inception in 1987, our supplier diversity initiative has awarded more than $3 billion in contracts and purchase orders to diverse suppliers.

Did You Know?

Entergy was the first electric utility holding company to sign a Declaration of Fair Share Principles with the National Association for the Advancement of Colored People in 1987. We celebrate this 25-year mark with continued commitment to diversity in major aspects of our business including employment and upward mobility, board of director representation, philanthropic contributions and procurement.

Building Relationships with Our Customers

OUR GOAL

Achieve top-quartile customer satisfaction by communicating openly and responding effectively to customer wants and needs

WHY IT'S IMPORTANT

We believe good relationships are the foundation of good business. By strengthening relationships with customers, we can build a better public understanding of Entergy's goals, deepen trust in our viewpoint and broaden support of our objectives. That improves our regulatory environment and enhances our ability to deliver top-quartile shareholder return.

WHAT'S INVOLVED

- Customer Engagement
- Customer Experience
- Advancing Products and Services

Top Customer Honors

Yum! Brands Inc., the world's largest restaurant company based on number of restaurants worldwide, named Entergy its 2011 Utility Company of the Year in recognition of our resource commitment, accountability and integrity.

Customer Engagement

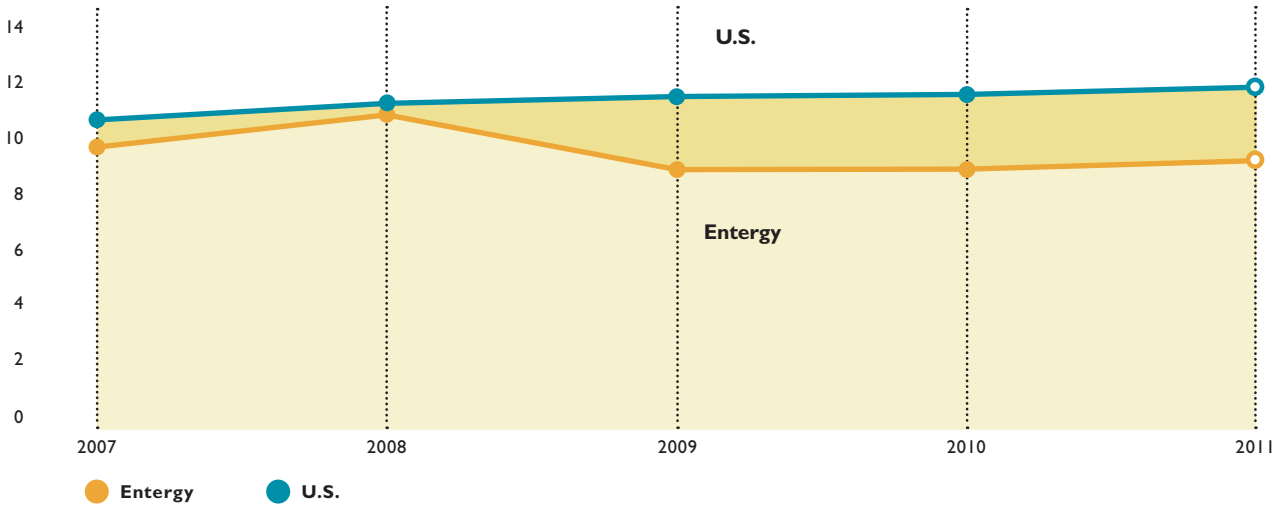
Working effectively with all stakeholders is vital to the long-term success of our business. Entergy and its employees engage regularly with many different stakeholders, often at a local level between Entergy managers, customers and community leaders. For example, throughout our utility service area, customer service managers and other company leaders host forums with community leaders to encourage dialogue about known and emerging issues of interest to our stakeholders. Frequency of these roundtable-style sessions varies, depending on local interest, but they are typically held quarterly or semi-annually. Small groups of a dozen or more civic leaders, business owners, nonprofit directors and others meet with company managers who can address specific topics of greatest relevance to participants.

Outreach events also address major operating issues or milestones that may impact customers and communities. For example, Entergy Arkansas held four technical conferences in 2011 and has presented substantial public information in preparation for its December 2013 exit from the Entergy System Agreement, a contract that governs how the various Entergy utility operating companies share generation and transmission resources and costs.

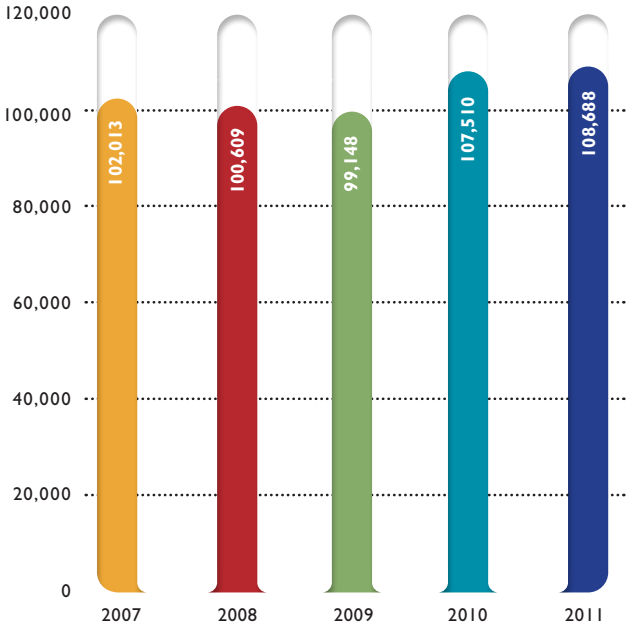
Similarly, utility operating companies have engaged stakeholders on the proposal to join the Midwest Independent Transmission System Operator. For example, Entergy Mississippi hosted a technical conference in October to provide interested stakeholders with an understanding of customer benefits of joining MISO, one of the largest regional transmission operators in the United States.

We also maintain strong relationships with local, state and federal regulators and other governmental stakeholders responsible for policy and regulatory decisions impacting our business. We recognize that open, informed and responsive communications are essential. Our utilities have long maintained organizations to support communications with local and state regulators. In our non-utility business, we formed the Entergy Wholesale Commodities organization in 2010 partly to bring the same level of focus on local and state regulators in that business. EWC has a dedicated governmental and regulatory affairs group working to strengthen communications with its state, community and regulatory stakeholders.

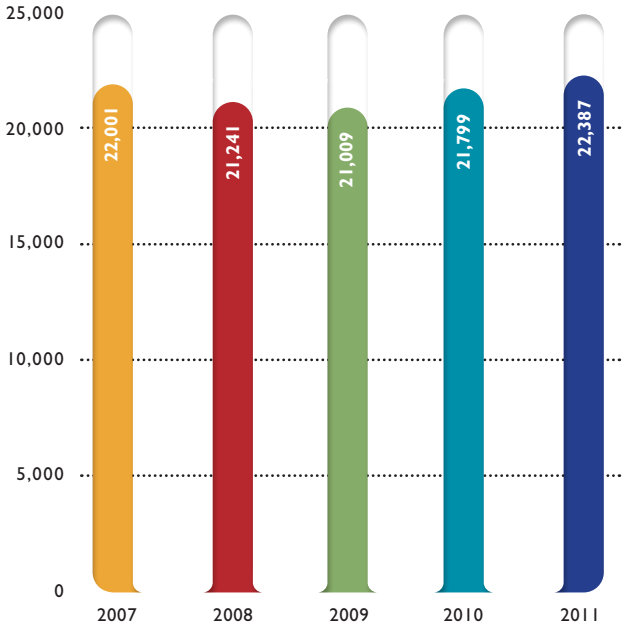
Average Utility Residential Rates
(2007 – 2011, cents per kWh)

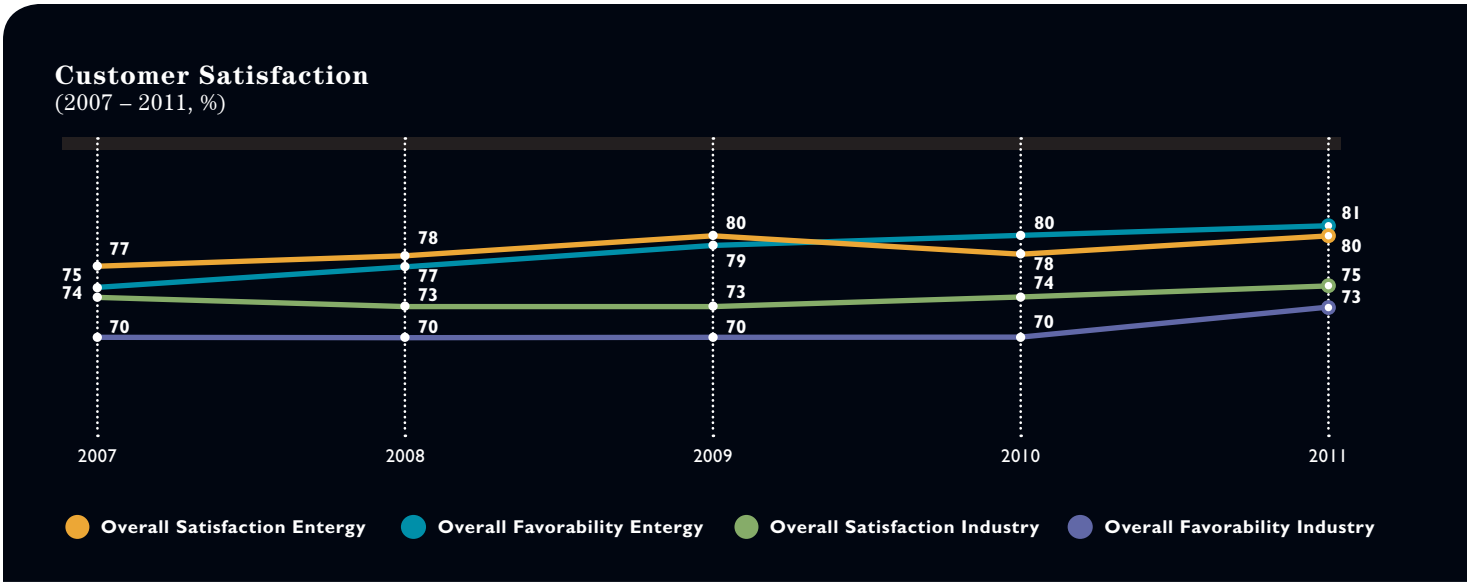


Utility Retail Kilowatt-Hour Sales
(in millions)



Utility Peak Demand
(in megawatts)





Customer Experience

Our utility customers' experience in dealing with Entergy directly impacts our bottom line. Our management approach includes a customer-focused culture change program, proactive and consistent communications, employee ownership of issue resolution, an "outside-in" perspective on customer opinion and integrating the customer experience into planning and service delivery processes.

In early 2010, our utilities began a multi-million dollar integrated effort to improve customer satisfaction. A cross-functional customer experience team, charged with delivering a positive and profitable customer experience, spent much of 2011 interacting with customers in focus groups, interviews and through surveys to understand their wants and needs. Specific customer desires included "save me money" and "keep me informed," driving new tools and services developed in response.

JUMP TO *A variety of online tools can be found at* ***entergy.com/save_money***.

"SAVE ME MONEY" online tools address customers' desire for more guidance and control over their energy usage, as well as a more user-friendly look and easier navigation of their bills. Specific demand side management tools rolled out systemwide in early 2012 include:

- myPaymentOptions web page, a one-stop shop for all payment and billing plan programs,
- myAdvisor web page, with virtual host "Tom," who helps customers understand their bills, find suitable payment options and learn energy saving solutions tailored to the customer's skill level and home situation.
- myHome web page hosted by the virtual "Anderson family," providing a variety of videos of energy saving and do-it-yourself tips arranged by rooms in a house.

"KEEP ME INFORMED" tools and services provide enhanced communications during outages and service initiation and more engaging interactions with Entergy employees. Specific offerings being piloted in selected areas include:

- Outage communications that include three notifications: initially to all customers affected by an outage, when service personnel arrive on the scene and when power is restored that includes the cause of the outage.
- A more rewarding welcome experience from customer service representatives trained to focus on building positive customer relationships. The welcome experience includes a new greeting by call center agents, a discussion of future communication preferences and average bill estimates with appropriate qualifiers.
- Service initiation that includes three communications: an automated telephone call 24 hours in advance of initiation, an automated call to confirm completion and an email survey within 48 hours asking, "How did we do?"

More ideas and innovations are being developed through this partnership with Entergy customers. We are reviewing and adjusting internal policies and procedures to enable employees to provide positive customer experiences, which in turn results in better employee satisfaction. We expect the result over time will be a dramatic change in the way we do business.

Advancing Products and Services

Customer lifestyles and business operations have changed dramatically with changing market conditions and emergence of new technologies. As an energy provider, we must advance our products and services to stay in step with customers. We continually assess the value of new technologies and energy sources for our customers and balance that value against the costs of development and implementation.

Our approach to implementing a smart grid – one that uses a variety of new technologies to improve the way electricity is delivered and consumed – is a good example, grounded in the following beliefs:

- Customers want more control over energy usage.
- Emerging data management and communication technologies give customers more energy usage options, improve reliability and efficiency and reduce emissions.
- Transformation of generation, transmission and distribution systems will occur over many years as key technologies continue to evolve.
- For any program, customer benefits must justify costs.

We formed an Integrated Energy Management organization to lead our smart grid strategy. It has defined a deliberate process to chart a course for deployment. The process includes small- to medium-scale pilots, extensive peer company research, customer research, technology architecture and strategy development. In the pilot programs under way:

- Functionality of advanced metering infrastructure (smart meters) is being tested in Baton Rouge, La., Fort Polk, La., and Hazen, Ark. The tests began in 2008 and have since been expanded in scope and scale. The Baton Rouge test also includes 400 demand response devices.
- We are testing interactive communications with Hazen, Ark., customers and testing technology designed to operate irrigation pumps for rice farmers and catfish ponds.
- Entergy New Orleans is placing smart meters in up to 7,400 residences of low-income customers, a project that is funded in part by a $5 million stimulus matching grant from the U.S. Department of Energy.

Arbor Day Foundation®

The Arbor Day Foundation has recognized Entergy Corporation for seven years as a Tree Line USA utility for efforts to protect and enhance America's urban trees while ensuring delivery of safe, reliable power through proper tree pruning, planting and care within the Entergy service territory. Utility vegetation excellence involves not only diligent operations management in such a fertile region but also considerable customer education on the benefits of trees in energy conservation and the importance of proper tree placement to avoid power lines. Careful selection and conscientious management of new and existing trees helps Entergy ensure electric system reliability and helps our customers save money.

★

Customer Service Honors

Residential customers surveyed in the "E Source Review of 100 North American Electric and Gas Company Websites: 2011" ranked Entergy's website number one in the South and number three in the U.S. for offering a positive online experience.

Protecting Our World

OUR GOAL

Be one of the cleanest power generators in America and inspire others to preserve and protect the environment

WHY IT'S IMPORTANT

Achieving excellence in environmental performance is integral to managing operating costs, excelling in compliance and ensuring public health and safety. Further, with our utility operations firmly entrenched in a region so impacted by environmental challenges, we have a business imperative to mitigate these risks. Inspiring environmental stewardship through energy efficiency and other efforts contributes to customer satisfaction and plays a key role in managing future power needs. Issues such as climate change pose business opportunities even in the midst of unacceptable risks to our company, community and society.

WHAT'S INVOLVED

- A Comprehensive Strategy
- Clean Generation
- Reduced Environmental Footprint
- Proactive Approach to Adaptation
- Compliance
- Energy Efficiency
- Employee and Stakeholder Engagement

A Comprehensive Strategy: Environment^{2020}

We are committed to operating our business in a way that meets or exceeds environmental requirements and minimizes environmental impact of our operations. We set goals that reflect continuous improvement and publicly report our environmental performance using best-practice reporting guidelines.

We have a long history of environmental leadership. In 2001, Entergy was the first U.S. utility to voluntarily commit to stabilize CO_2 emissions. Last year, we adopted a holistic, 10-year environmental strategy, Environment^{2020}, to provide further direction and improvement in our environmental performance. The strategy is driven by stakeholder concerns, potential new regulatory requirements, environmental resource limitations, financial considerations and Entergy's aspirations. Environment^{2020} has six areas of focus.

Within and across these six areas, Entergy deploys integrated and aligned strategies that can deliver valuable environmental, economic and social benefits. For example we have multiple strategies to address risks posed by climate change including programs to accelerate clean generation and increase energy efficiency to meet our CO_2 stabilization commitment, support of wetlands conservation and work to help Gulf Coast communities adapt to environmental risks. The business benefit to Entergy is a stronger coastal environment that offers greater protection for our operating infrastructure, employees and customers. At the same time, we are protecting biodiversity by restoring and preserving wildlife habitat, providing economic value to communities who depend on a safe, healthy coastal environment for their livelihood and producing social benefits to those who rely on it for recreation and enjoyment.

Our management approach to executing Environment^{2020} includes a Safety, Health and Environmental Management System with policies that establish clear expectations for Entergy employees. Also included are processes and metrics to monitor, measure and improve our performance.

JUMP TO *More information on SHEMS is available at* ***entergy.com/our_community/environment***.

HISTORY OF ENVIRONMENTAL LEADERSHIP

ENTERGY'S VOLUNTARY CO_2 STABILIZATION COMMITMENTS

GOAL	TIMEFRAME	RESULTS
Maintain CO_2 emissions from Entergy-owned power plants at year 2000 levels	2001-2005	Emissions from 2001 to 2005 were 23 percent below the cumulative five-year target
Maintain CO_2 emissions from Entergy-owned power plants and controllable power purchases at 20 percent below year 2000 levels	2006-2010	Emissions from 2006 to 2010 were more than 3 percent below the cumulative five-year target
Maintain CO_2 emissions from Entergy-owned power plants and controllable power purchases at 20 percent below year 2000 levels	2011-2020	Although emissions in 2011 exceeded target by 8.4 percent, due to increased customer demand resulting in more generation and emissions, emissions from 2001 to 2011 were 12.6 percent below the cumulative target

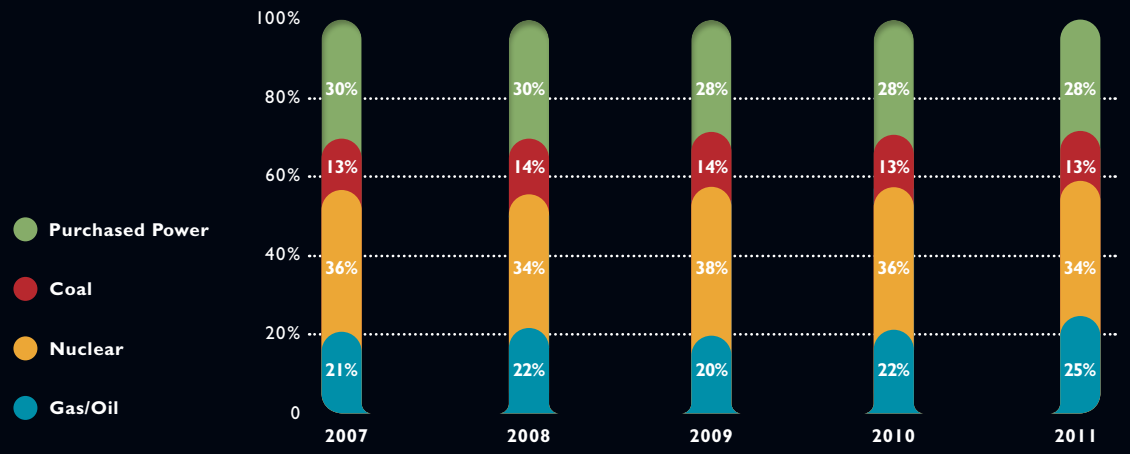
ENVIRONMENT^{2020} OVERVIEW

STRATEGY ASPIRATION: STRIVING TO BE ONE OF AMERICA'S CLEANEST UTILITIES

STRATEGY PLANKS

- Continuously reduce Entergy's environmental footprint
- Assess and implement adaptation measures to mitigate physical risks to our operating area posed by climate change
- Proactively manage emerging compliance areas
- Deploy energy-efficient technologies and enhance transmission and distribution networks to assist customers in reducing energy use and cost
- Advance Entergy's utility portfolio transformation to accelerate clean generation
- Engage employees and other stakeholders to advance Entergy's vision for corporate sustainability and environmental stewardship

Sources Used to Meet Utility Demand



Clean Generation

Entergy's utility portfolio transformation strategy calls for the bulk of our capacity needs to be met through clean, reliable resources, whether owned or contracted, that will be available over a long term rather than through power purchased only to meet immediate needs. Over the past nine years, portfolio transformation resulted in the addition of about 4,500 megawatts of new long-term utility resources to address current capacity shortfalls, meet long-term load growth of 1 percent to 1.5 percent per year and accommodate deactivation of selected generation assets.

In our non-utility business, efforts such as a record 642-day run at Pilgrim Nuclear Power Station set in 2011 also support clean generation.

Our management approach to utility portfolio transformation includes issuing requests for proposals to procure supply-side resources for our utilities to meet region-specific needs. We use a transparent process to ensure fair and independent evaluation of purchase and acquisition opportunities, considering factors such as fuel supply, operating efficiency, fit with our transmission system and seller motivation.

EWC uses a similar evaluation process when analyzing opportunities to expand its asset portfolio. In 2011, we advanced our clean generation strategy with a number of actions detailed in the Economic section of this report, under Operational Performance Management.

Entergy performs ongoing analysis of favorable financial and technical conditions for use of renewable energy resources. In addition to the utility's 74 megawatts of hydro, EWC's generation portfolio includes 80 megawatts of wind power.

Through these strategies, including utility portfolio transformation and productive uprate investments and capacity-factor improvements, since 2007, Entergy has increased the portion of energy supplied by clean and efficient natural gas-fired, combined-cycle units at the utility and set numerous records for emission-free nuclear generation in EWC markets.

Environmental Honors

Entergy was named one of the Top 500 "greenest" U.S. companies based on *Newsweek* magazine's 2011 "Green Rankings" for environmental performance, policies and disclosure.

We encourage energy conservation and education on the potential of solar power through our strategic giving to the New Orleans Solar Schools Initiative, a partnership between Entergy Corporation, Nike Corporation, Winrock International, the U.S. Green Building Council Louisiana Chapter and the city of New Orleans. Through the initiative, three schools in New Orleans have been equipped with solar arrays. Most recently, the New Orleans Charter Science & Math High School was equipped in 2011 with a 25.3-kilowatt solar array that will produce approximately 36 megawatt-hours of electricity per year, enough to power three typical homes. Students will use the solar equipment as a firsthand learning tool to research and report how energy conservation can integrate with solar power. Entergy contributed $1.5 million to the $1.7 million New Orleans Solar Schools Initiative partnership.

Reduced Environmental Footprint

We have long believed that the increase in greenhouse gas emissions to our atmosphere has a harmful effect on our environment; and we recognize the importance of preserving our global supply of clean air and water as well as the biodiversity that exists within ecosystems and across our planet. For these reasons, we seek to continuously reduce our environmental footprint.

Managing Risk Associated with Climate Change

For more than 10 years, Entergy has aggressively addressed business risk posed by climate change. Our approach includes development of a robust emissions baseline, achievement of voluntary targets and research and investments in adaptation measures. Oversight of these strategies includes board of directors review, active executive leadership, participation in the Carbon Disclosure Project as well as comprehensive disclosure to investors through financial filings and ongoing investor relations activities. The benefit of this approach is that we continually develop and enhance our knowledge and capabilities to operate effectively in an environment that is both physically changing and carbon constrained.

Since 2006, an independent source has verified Entergy's greenhouse gas inventory; however, in 2011, the inventory was verified for the first time in accordance with International Organization for Standardization 14064.1. The inventory, reporting document and verification statement are available at **americancarbonregistry.org**. A copy of the verification letter from ICF International is included at the end of this report.

We participate in external research and other efforts to build internal knowledge and capacity to operate in a carbon-constrained economy. For example, we purchase greenhouse gas reduction credits in part to offset Entergy emissions but also to build capacity to work with alternative compliance mechanisms. In 2011, we announced two purchases of greenhouse gas reduction credits from Seneca Meadows, Inc., which owns and operates the largest non-hazardous solid waste facility in New York state. SMI captures methane, a potent greenhouse gas with

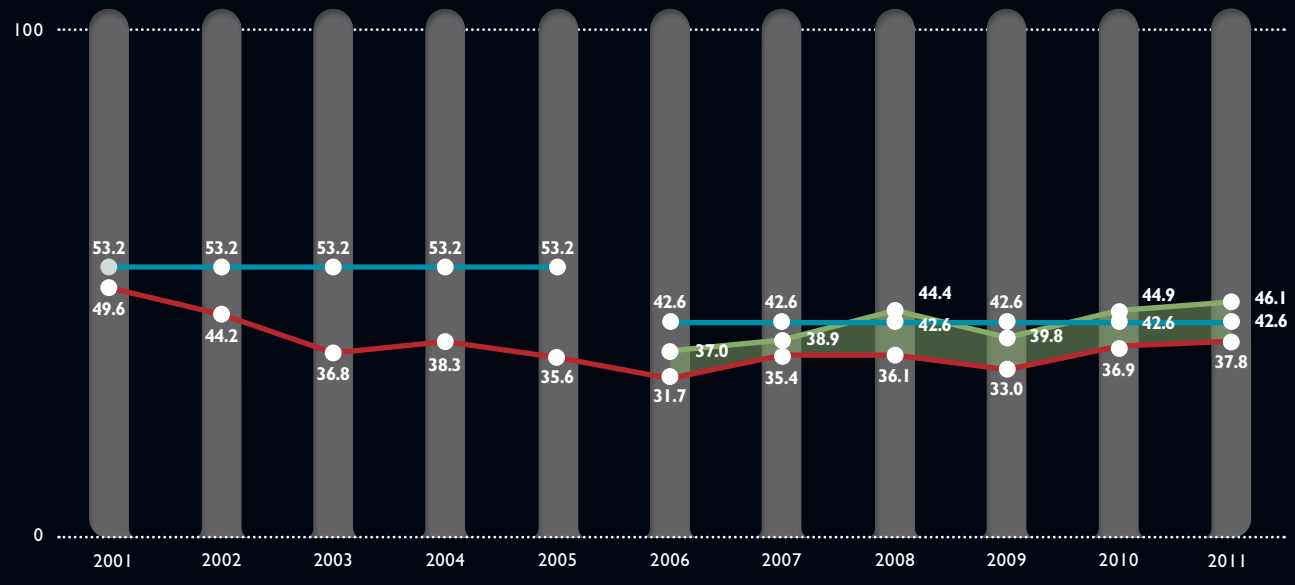
Supporting Alternative Sources

Entergy's donation of electric-vehicle charging stations to public universities and colleges allows Entergy and campus researchers to collect usage data and other insights on consumer demand.

Entergy Emissions Performance

Greenhouse Gas Commitment

CO_2



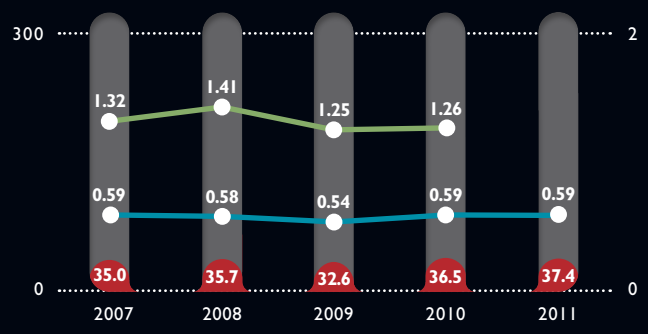
Annual Target (million tons/year)

Actual Generation Emissions Includes Large Plants and Small Sources (million tons/year)

Actual Annual Total Emissions Actual Generation Emissions + Actual Controllable Purchase Emissions (million tons/year)

Emissions from Owned Generation

CO_2

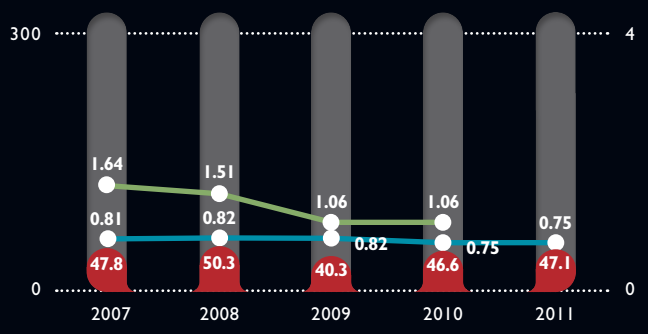


CO_2 (million tons/year)

CO_2 Intensity (lbs/kWh)

National Average (lbs/kWh)

NOx

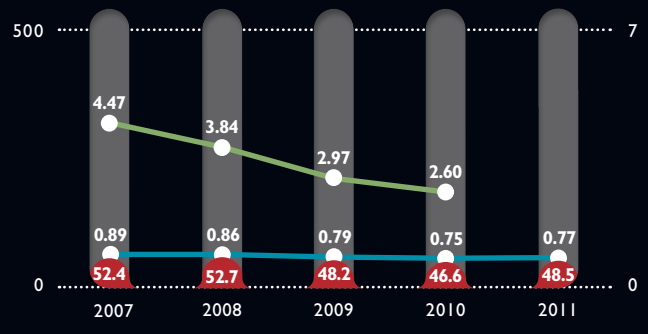


NOx (thousand tons/year)

NOx Intensity (lbs/MWh)

National Average (lbs/MWh)

SO_2

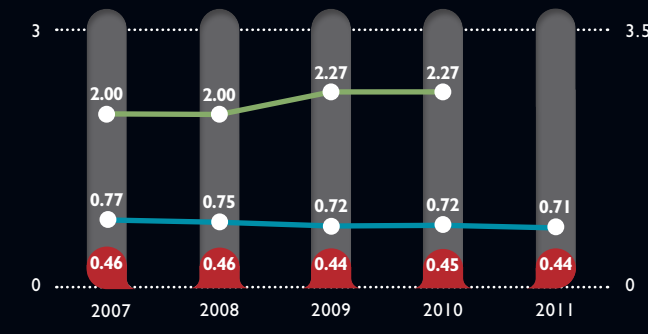


SO_2 (thousand tons/year)

SO_2 Intensity (lbs/MWh)

National Average (lbs/MWh)

Hg



Hg (tons/year)

Hg Intensity (lbs/100 GWh)

National Average (lbs/100 GWh)

a global warming potential 21 times greater than CO_2, from decomposing waste in a collection system and sends it to a landfill gas-to-energy facility. Entergy's purchases represent the equivalent of removing roughly 172,000 metric tons of CO_2 from the atmosphere or taking more than 30,000 vehicles off the road for one year. The greenhouse gas credits were registered through American Carbon Registry.

The transportation sector is the second largest U.S. generator of greenhouse gas emissions behind electricity generation. In conducting research on a near- to long-term strategy for electric vehicle use in our jurisdictions, we have concluded that no new generation facilities would be required, as vehicles are charged overnight during off-peak hours. Entergy has donated 17 electric-vehicle charging stations for installation at public universities and colleges. Students, faculty and staff who own electric vehicles can now charge them at no cost while university researchers and Entergy collect usage data and conduct research into the chargers' impact on consumers and the electric grid.

Reducing Air Emissions

We have invested more than $17.5 million since 2005 to significantly reduce sulfur dioxide and nitrogen oxide emissions from Entergy-owned plants. Through our utility portfolio transformation strategy, we significantly increased since 2005 the percentage of power generated from clean, efficient, natural gas-fired capacity. We expect to use both approaches to reduce air emissions in the future. For 2011, NOx and SO_2 emissions increased slightly compared to 2010 due to increased generation to meet growing customer demand.

Reducing Waste

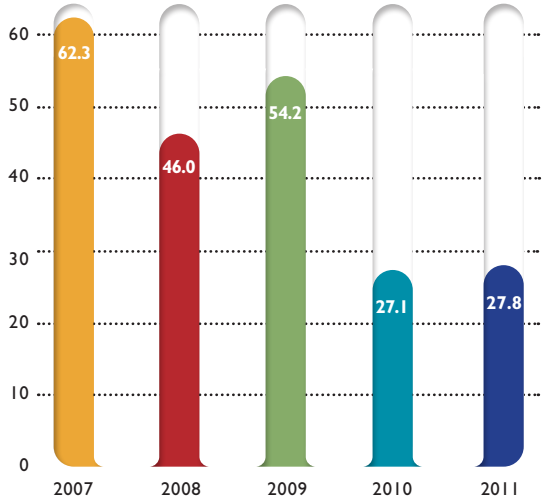
Generating waste creates business risk in the form of non-compliance with permits and regulatory requirements, and potential cleanup of disposal sites. We manage these risks by implementing waste minimization and management programs, investment recovery initiatives and recycling programs as well as by auditing third-party disposal sites.

All our business groups have aggressive waste minimization programs designed to achieve the lowest category of hazardous waste production. In our generation facilities, used nuclear fuel and coal ash are of particular concern.

Most used nuclear fuel loses about 50 percent of its radioactivity within three months and about 80 percent after one year. The Nuclear Regulatory Commission has determined that used fuel could be stored at plant sites for 100 years without adverse health or safety consequences. While used fuel is currently being stored safely on-site, Entergy urges the federal government's establishment of a permanent disposal site.

Entergy's largest single-type waste stream from fossil plants is coal ash. In 2010, the most recent data available, we recycled 50.1 percent of our coal ash, which is used in building materials, better than the national

Hazardous Waste Generation
(tons)



Did You Know?

Entergy's SO_2 emissions intensity, measured by pounds emitted per MWh generated, is 71 percent below the U.S. average because we rely heavily on natural gas and emission-free nuclear energy to generate electricity. Our NOx emissions intensity is 29 percent below the U.S. average.

Entergy Recycling Programs

Entergy recycled nearly 7 million pounds of scrap wire, scrap metal, used equipment and other materials that otherwise would have gone into a landfill, enabling the company to recover more than

$3.4 Million.

This included two tons of rechargeable batteries and just under 120 tons of computer and electronic equipment.

17,000 Trees

Through our paper, plastics and aluminum recycling program, we recycled 75,084 pounds, including 34,289 pounds of white paper, saving more than 17,000 trees.

Entergy's Efforts in Conserving Groundwater

Only one of our generating sites, Lewis Creek Plant in Montgomery County, Tex., is located in a water-stressed area. However, this number may increase as water becomes scarcer, water quality declines and water availability and quality are more heavily regulated. In 2010, we began a coordinated effort to reduce groundwater consumption at Lewis Creek Plant by 30 percent by 2016. We engaged with experts to review current water usage and identify opportunities such as water balances, equipment upgrades and reuse and recycling programs that can help us meet our goal. Lone Star Groundwater Conservation District **(lonestargcd.org)** monitors coordinated efforts throughout the local area to meet the 30 percent reduction goal.

industry average of 42.5 percent. However, recycling has decreased over the past three years as demand for building materials dropped with the housing slump and weak economy. Hazardous waste generation was 27.8 tons in 2011, down nearly 45 percent from 2007 when the company implemented a waste minimization standard.

Protecting Clean Water Resources

Water is fundamental to life and vital to power generation. Population growth and persistent drought conditions have created greater urgency around reducing water consumption and preserving and protecting water resources.

Entergy's water peer group was formed in 2002 – along with air and solid waste peer groups – and a formal charter developed in 2005. The group includes subject matter experts from all Entergy businesses who collaborate and coordinate the company's management approach to water issues. Entergy has conducted water optimization studies at several of its facilities. We are contributing to the U.S. Business Council for Sustainable Development's water synergy program through research at our Waterford fossil and nuclear units to develop enhanced water management tools.

Entergy also engages with our suppliers to improve their water consumption performance and works with industry experts on research and data collection to identify opportunities for improved performance. In 2011, Entergy and the U.S. Business Council for Sustainable Development initiated a project to find water synergy opportunities in the lower Mississippi River Valley. Approximately 30 other industrial customers in the region are joining in the effort. We expect results from this project in 2012 to 2013.

Protecting Biodiversity

We believe biodiversity is an ecological asset to be valued and protected. Entergy has a strong track record of limiting the impact of our operations on biodiversity, but our goal is to have a net *positive* impact on biodiversity.

Strategic Giving and Biodiversity

We funded grants to enable the Mississippi Nature Conservancy to plant 400,000 bottomland hardwood trees that provide natural habitat for migratory birds and native wildlife species. The trees also sequester carbon, helping Entergy meet our CO_2 stabilization commitment, clean the water by reducing runoff of pollutants and reduce the effects of flooding.

The business case for biodiversity protection includes maintaining our license to operate and reputation by reducing the environmental impact of operations; contributing to healthy ecosystems such as wetlands that are critical to the quality of life and commercial livelihood of stakeholders and customers in the communities we serve; and reducing or avoiding transaction costs associated with biodiversity impacts.

Risks related to biodiversity include negative impacts to avian species and cost of non-compliance with wildlife protection laws and regulations. We manage these risks through our environmental management system as well as protective construction standards and training. Impact of new construction is considered during the investment approval process.

Our threatened and endangered species mapping system shows known locations of protected species and the locations of our transmission, distribution and generating assets. Employees use the system to manage facilities and operations in ways that protect and enhance biodiversity. We consult with appropriate agencies on projects with potential for biological interaction in order to include the most current species habitat, range and protection status data. Stakeholder consultation is included through the built-in comment period of permit requests for many of our projects.

In March 2011, Entergy implemented an Avian and Wildlife Protection Standard, establishing the company's commitment to biodiversity and addressing all wildlife impacts. Since the majority of biodiversity risk is associated with transmission and distribution lines, Entergy's corporate standard called for development of an Avian Protection Plan by the utilities to reduce risks resulting from avian interactions with electric systems. In October 2011, the U.S. Fish and Wildlife Service concurred with the plan, which includes a program to retrofit electrical system components with bird-mortality reduction measures and establish avian-friendly standards for new-builds.

Hydro Operations and Biodiversity

Entergy Arkansas manages biodiversity issues as part of managing shoreline associated with our Remmel Dam and Carpenter Dam. Our shoreline management plan ensures that the water body is managed in ways that preserve critical habitat of protected species.

Award-Winning Habitat Restoration

Restore America's Estuaries honored Entergy with its 2011 Corporate Leadership Award, recognizing our many contributions to habitat restoration.

Nuclear Operations and Biodiversity

Indian Point Energy Center made yearly contributions of approximately $100,000 to the Hudson River Fund. These contributions help the Hudson River Foundation finance scientific research on how to best protect the river from pollution. Statistics show that the number of fish species in the Hudson River is greater than ever before.

Adaptation

The primary risks posed to Entergy's business by climate change include sea level rise, extreme weather events such as hurricanes and storm surges in coastal areas. A large portion of our customer base and the majority of our utility infrastructure is in the Gulf Coast region. Coastal Louisiana suffers one of the fastest rates of wetland loss in the world, and restoration costs are estimated in the tens to hundreds of billions of dollars. In this rapidly changing physical environment, industries and communities must be resilient to survive.

Business benefits of implementing adaptation measures, such as upgrading our facilities, include reduction of downtime and disruption, redeployment of capital previously spent on repairs to more productive investment opportunities, a more robust and resilient economy, enhanced prosperity, safety and quality of life and stakeholder support for resilience investments.

Entergy is working to improve resilience of our generation, transmission and distribution infrastructure. At our generating sites, we are evaluating measures such as building flood protection levees for at-risk plants and raising at-risk equipment. Entergy Louisiana and Entergy Texas each held a Resilience Technical Conference with customers to learn how to prioritize our infrastructure resilience investments in ways that align with actions customers are taking and minimize their losses from business interruption. We plan to develop a defined process to evaluate resilience investment opportunities for pilot projects.

Our management approach to addressing and adapting to environmental risks in our communities includes engaging with regional, state and local governments, academics, nongovernmental organizations and businesses that share similar interests in building resilience. With these partners, we assess environmental risks, identify possible solutions and make adaptation to a rapidly changing physical environment a high-priority local issue.

Recognized Environmental Leadership

The National Wildlife Federation honored Entergy CEO J. Wayne Leonard with an achievement award for his commitment to Gulf Coast restoration, sensible solutions to climate change and conservation of natural resources.

The Power of Partnerships

In 2011, Entergy and the America's WETLAND Foundation formed the "Blue Ribbon Resilient Communities: Envisioning the Future of America's Energy Coast" initiative to host community leadership forums in Texas, Louisiana, Mississippi and Alabama. The initiative builds on the findings of a 2010 study funded by Entergy, which found that the Gulf Coast region could suffer $350 billion in direct economic loss and nearly $700 billion in total economic losses over the next 20 years due to growing environmental risks including sea level rise, storm surges and hurricanes.

Through our forums and technical conferences, Entergy and the communities involved learned practical lessons about improving resilience. For example, through discussions with city managers and county and parish leaders, Entergy established that power for sewage and water treatment plants is critical during disruptive events. As an adaptation measure, cities have acquired generators to provide temporary power to these systems during emergencies. As a result of

Advocating for the Gulf Coast Region

More than 100 Entergy volunteers helped launch floating islands in a demonstration project of a new technology to protect the Gulf Coast south of Houma, La., considered to be ground zero for coastal land loss in America.

JUMP TO https://vimeo.com/29968623 to see the video.

the forums, many communities have begun plans to restore and protect marshlands along the coast to provide added protection against storm surge floods. Communities also benefit from a stronger regional voice on environmental issues. Additionally, Entergy is better informed of our customers' needs and priorities during major outage events.

Entergy awarded a $250,000 grant in 2011 to America's WETLAND Foundation to help build public support for policies to protect the Gulf Coast region against a changing environment. AWF will compile lessons learned through the BRRC initiative into a report to further raise awareness of climate change impacts and the imperative of improving resilience.

Wetlands are one of several natural barriers that help reduce the impact of storms. In addition, barrier islands, natural ridges and other geographic features help reduce the impact of storm surge on development. Since 2009, Entergy has awarded $150,000 to Tierra Resources to develop the world's first methodology to establish carbon offsets for deltaic wetlands restoration. Under the methodology, which was reviewed and approved by the American Carbon Registry, carbon credits created by restoring wetlands can be registered and sold to help finance additional wetland restoration. After a public comment period and scientific peer review, final approval of the new methodology is anticipated in 2012.

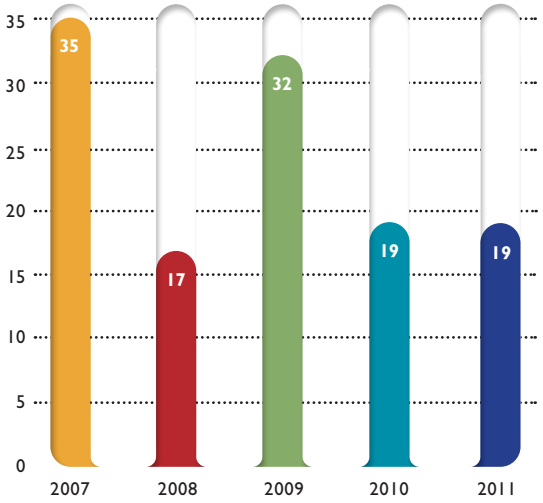
Compliance

Our goal is to fully meet or exceed regulatory requirements and actively manage emerging compliance issues. Compliance training includes annual basic environmental awareness training within our transmission and distribution organizations. Other groups utilize annual web-based training on new and existing environmental requirements. Compliance is monitored through a web-based training administration program and Entergy's compliance and risk tool, which is described in the Economic section of this report. In our fossil generation group, an environmental index score, which captures compliance performance, is included in the performance incentives of every employee in the incentive program.

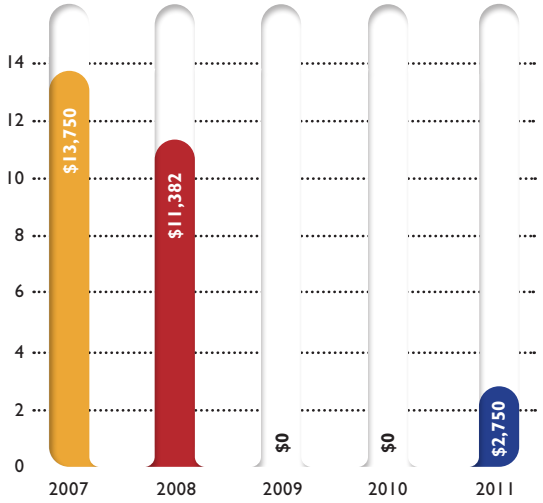
Risks related to water discharges and aquatic ecology protection include periodic non-compliance with permits and regulatory requirements. We manage the risks through programs, procedures, training and monitoring of discharges to evaluate compliance with permit limits. Monitoring indicates a greater than 99.9 percent compliance rate with permit limits.

While our history of environmental agency fines demonstrates our strong commitment to compliance, a fine agreed to in 2012 warrants discussion. In November 2010 a transformer at the Indian Point facility failed, resulting in a fire and the release of non-PCB oil to the ground surface. The fire was extinguished by the facility's fire deluge system along with the site's fire brigade. No injuries occurred due to the transformer failure or Entergy's response. Non-PCB oil and deluge water were released into the facility's discharge canal and the environment surrounding the transformer and discharge canal, including the Hudson River, as a result of the failure, fire and fire suppression. As a result of this discharge of non-PCB oil, Entergy in March 2012 agreed to a settlement with the New York State Department of Environmental Conservation under which Entergy will pay a civil penalty consisting of a payment of $625,000, another $600,000 to be paid to environmental benefit programs in the region and an additional payment of $275,000 that is suspended contingent upon Entergy's compliance with the other terms of the settlement. Entergy also paid $67,000 in natural resource damages and oversight costs.

NPDES Exceedences



Environmental Agency Fines
(shown in the year paid)



Note fine regarding Indian Point transformer failure, agreed to in 2012 and explained in detail in this section.

Energy Efficiency

Energy efficiency is an effective tool that plays an important role in addressing CO_2 emissions while reducing customer energy bills. Where available, our business receives incentives for developing efficient energy infrastructure and encouraging energy conservation. Our customers receive incentives or rebates to encourage them to implement energy efficiency programs.

As part of our strategy to improve customer satisfaction, Entergy significantly expanded educational material on energy efficiency, weatherization and energy conservation available online. More than 119,000 customers visited Entergy's Save Money web page (**entergy.com/save_money**) in 2011, with more than 32,500 reviewing the ENsight Energy Calculator, up 55 percent from 2010.

Entergy currently has 32 demand side management programs covering residential, commercial and industrial customers. These efforts include:

- In a joint pilot project with the U.S. Department of Energy and the city of New Orleans, Entergy New Orleans began deploying up to 7,400 smart meters in residences of low-income customers as well as in-home displays and programmable communicating thermostats. The pilot will assess customer acceptance, outreach and education initiatives, energy-use behavior changes and the persistence of these changes over time. Results will be available in the first quarter of 2013.

A total of $79 million was invested in energy efficiency programs from 2002 through 2011 to deliver a total of 185 MW and

398,000 MWh

of energy savings.

In 2011 alone approximately $25 million was invested in demand side management programs delivering 38 MW and

92,100 MWh

of annual energy savings.

- In other 2011 energy efficiency efforts targeting low-income customers, Entergy and state-run programs helped weatherize more than 4,700 homes, helping homeowners reduce their energy use and costs. Entergy supplied more than 6,500 fans and 133 air conditioning units through our Beat the Heat program.
- We distributed materials from the federal Energy Star program to customers through customer service organizations and **entergy.com**. Entergy also promotes an Energy Star residential new construction program.

In addition, we are deploying energy efficient transmission and distribution technologies such as composite core conductor improvements. These improvements reduce line losses and related CO_2 emissions, and are being implemented in ways that minimize waste. Over the last decade, Entergy has invested more than $30 million in efficiency improvements across its operations. For example, we invested in neural network control systems to improve generation efficiency. We also continue to improve efficiencies at our nuclear plants in order to achieve the benefits of clean air generation.

Employee and Stakeholder Engagement

Engaging Entergy's approximately 15,000 employees in environmental volunteer opportunities and personal actions that improve the environment can make a positive impact on the environment and on Entergy's reputation. Employee commitment to Environment^{2020} is an important piece of program success, as employees serve as ambassadors of Entergy's environmental message and position Entergy as a leader in environmental issues.

Our management approach includes setting specific goals for Entergy utility operating companies on employee CO_2 footprint assessments, volunteerism and community outreach activities. In 2011, we sponsored at least one environmental volunteer activity per quarter for each utility operating company along with a companywide Earth Day activity. More than 600 employees volunteered for environmental projects last year, logging 2,600 hours of service for 25 nonprofits.

We also continue to expand the Make an Impact program, in partnership with the Center for Climate and Energy Solutions. The website offers users a personalized CO_2 footprint analysis and action plan for a more energy efficient lifestyle. Of nearly 42,000 site visitors, more than 3,300 completed the calculator with committed CO_2 reductions totaling 1.4 million pounds, including employee reduction commitments of 400,000 pounds.

Partnering with Our Communities

OUR GOAL

Contribute to a society that is healthy, educated and productive by strengthening the communities we serve

WHY IT'S IMPORTANT

As a power provider, our revenue growth is directly tied to the economic health of the communities we serve. Communities must have a strong education system, healthy environment and rich quality of life to attract businesses, families and individuals and to grow the local economy.

WHAT'S INVOLVED

- Economic Development
- Community Engagement
- Strategic Giving
- Volunteerism

Economic Development

At our core, Entergy's business of making and delivering power is crucial to economic growth; affordable, reliable electricity is the lifeblood of any economy. Entergy also contributes to a strong economy through the jobs we provide, the materials and services we purchase and the taxes we pay. As a corporation, Entergy in 2011 employed approximately 15,000 people, paid $1.2 billion in wages and paid $546 million in taxes. More detail on our corporate economic contributions is available in the Economic section of this report.

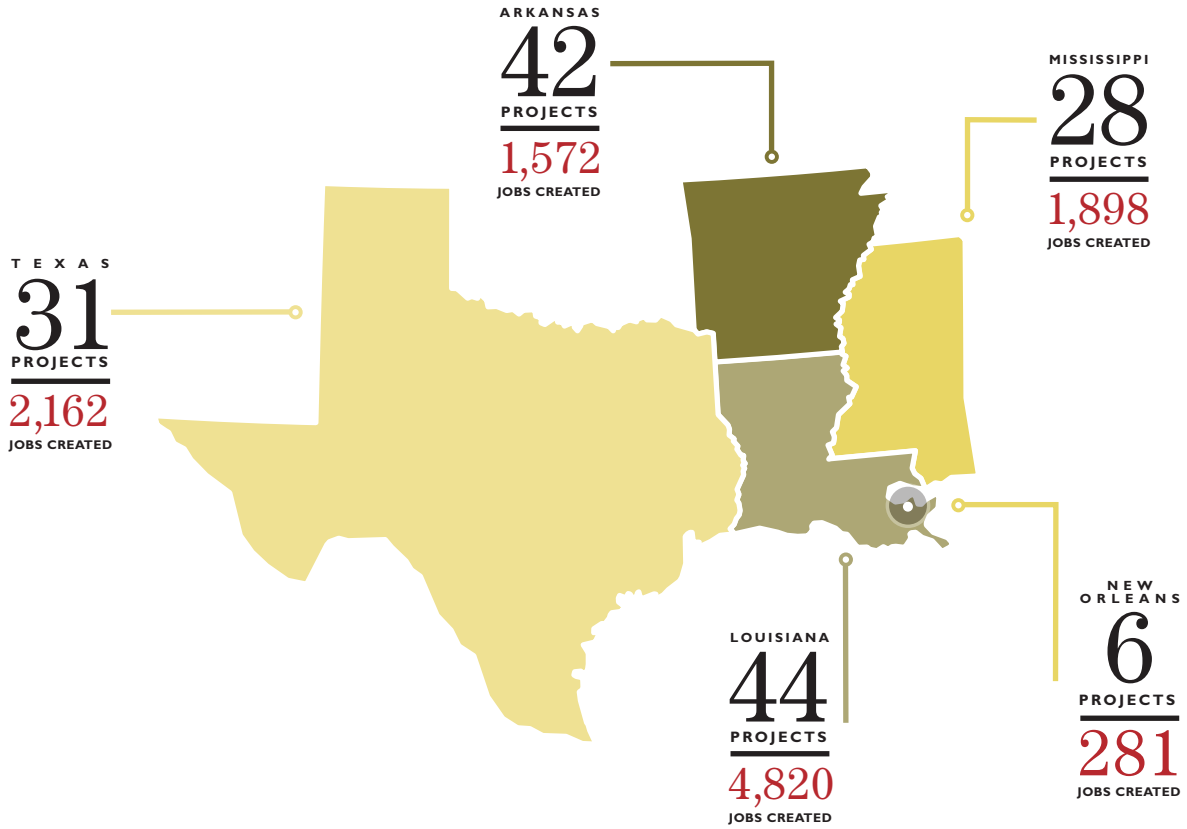
Our economic contributions are particularly strong in the areas surrounding the nine Entergy-owned nuclear power plants, because of the concentration of hundreds of employees, often in relatively small, less densely populated areas. In addition, the plants provide sizable tax revenues to local and state governments. For example, Vermont Yankee Nuclear Power Station, located in Vernon, Vt., with a population of around 2,200 people, employs approximately 600 people and provides $100 million in annual economic benefits to the Vermont economy through payroll, state and local taxes, and the purchase of goods and services from local businesses. Similarly, Grand Gulf Nuclear Station, located near Port Gibson, Miss., with a population of about 1,600 people, employs approximately 700 people and provides $30 million in taxes each year to support the Mississippi economy.

Our utilities also provide economic development resources to help recruit business prospects and retain existing companies in the cities and states we serve. Programs vary by utility operating company but include site selection programs, assistance with strategies to address community leadership and infrastructure development, education support programs and research and technical support for economic development professionals. From 2009 through 2011, our focus on economic development in partnership with state and local officials in Arkansas, Louisiana, Mississippi and Texas generated $10.5 billion in capital investments by developers and businesses in 578 announced projects, creating almost 33,000 jobs.

JUMP TO *A wealth of economic development tools are found at* ***entergy.com/our_community/economic_development.aspx***.

New Projects and Jobs Created

Economic development partnerships in 2011 led to more than $3.2 billion in capital investment by investors, business owners and corporations in 151 projects, resulting in almost 11,000 jobs in our utility service area.

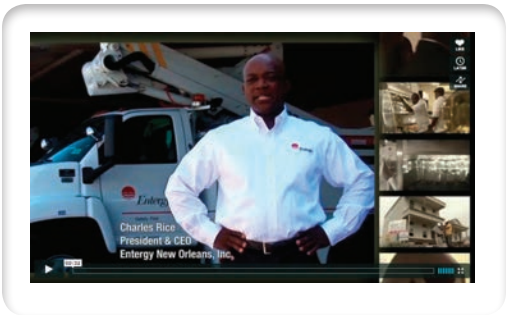


Helping the Economy Expand

Entergy offers extensive resources to our community partners working with us to grow the economies of our service area.

Entergy Recognized as Top Ten

Entergy was recognized for the fourth consecutive year as one of the Top 10 Utilities in North America by *Site Selection* magazine for its work to support economic development in Arkansas, Louisiana, Mississippi and Texas.



JUMP TO https://vimeo.com/30373772 to see the video.

JUMP TO https://vimeo.com/31514245 to see the video.

Did You Know?

In 2011, Entergy and state-run programs helped weatherize 4,764 homes in Arkansas, Louisiana, Mississippi and Texas, lowering energy use and costs for our low-income customers, reducing related CO_2 emissions and creating a meaningful economic impact.

KIVA

kiva.org/neworleans

Entergy supports local economic development in creative ways. For example, we sponsor microlending organization Kiva New Orleans, a newly created program needing communication support to attract both lenders and borrowers. Entergy's donation helped fund a Kiva media campaign, targeting qualified borrowers needing as little as $10,000 and enabling entrepreneurs to succeed. In four months, the campaign met Kiva's marketing objectives of 28 fully funded loans to minority or disadvantaged small business owners, $240,000 of capital infusion in the local economy and creation or retention of 79 local jobs.

We also support local economic development by helping our customers manage their energy use. Through a variety of demand side management tools, detailed in the Environmental section of this report, we help families save money and make businesses more competitive.

The energy-saving efforts we undertake with our low-income customers are especially important to local economies. A study titled "Energy Efficiency Equals Economic Impact" also shows a direct tie to the economy from energy efficiency efforts. This Entergy-commissioned study found that the economic multiplier for low-income energy efficiency means that every dollar invested produces $23 in economic impact. Additionally, 216 jobs are produced per one million dollars of investment in helping low-income customers manage their energy usage. Energy efficiency is a key component of our Low-Income Initiative.

The four states in our utility service area are among the 10 poorest states in the country. We estimate as many as 25 percent of the 2.4 million residential customers we serve require government assistance. As a power provider, Entergy is financially vulnerable in terms of increased write-offs in communities with high poverty because electricity is consumed first and paid for later. Poverty also is a significant drain on local economies, increasing the cost of unemployment, poverty-related crime, incarceration, welfare assistance and unreimbursed health care and making it more difficult to attract new businesses to a community – all of which limit Entergy's growth potential and long-term viability. Our Low-Income Initiative is designed to improve the flow of assistance funds, help customers better manage their energy use and support education, job training and asset accumulation programs that can help break the cycle of poverty.

Our supply chain efforts also provide economic benefit to the communities in which we operate. Entergy purchased $2.8 billion in materials and services in 2011, including $209.3 million from diverse suppliers. As suppliers build the systems and processes they need to support our business, they gain competencies enabling business growth with companies other than Entergy. That creates additional economic activity in our communities and adds to the diversity and resilience of the local economy. Suppliers also partner with Entergy on meeting ethical

expectations through our supplier code of conduct. More information on our efforts to build a more diverse supply chain is available in the Economic section of this report.

Community Engagement

Entergy's multi-dimensional community engagement efforts range from initiatives with people living near our plants to efforts involving state policy leaders and the general public. Stakeholder activities include public forums such as town hall meetings and community group presentations as well as focus groups, surveys, social media, email, newsletters, direct mail and participation in community events. We are committed to identifying effective ways to engage on issues of greatest importance to our communities.

We regularly brief local leaders and stakeholders on company operations, initiatives and strategies, formally organizing advisory boards in some areas. As a socially responsible corporate citizen, stakeholder considerations are an important factor in project planning and investment evaluations. In particular, Entergy engages with stakeholders on an ongoing basis in areas such as public safety and emergency preparedness.

Within our utility business, every community served by Entergy has an assigned company representative who lives and works in the area, managing relationships and maintaining a healthy dialogue with key community stakeholders. Employees are trained in stakeholder engagement skills such as listening, public speaking and media communications, emphasizing the importance of openness, honesty and integrity.

Various regulatory requirements detail local, state and federal steps for engaging the public on critical issues in every facet of our business, including generation, transmission, distribution and customer service. Requirements include public forums, formal notifications of certain types of company plans or filings and public comment periods. Entergy is committed to exceeding these legal requirements.

Additionally, grievance mechanisms implemented in accordance with regulatory processes enable affected stakeholders to submit formal concerns and speak at public meetings. Stakeholders have been particularly active in exercising this process where license or permit renewals for our nuclear assets are being sought, in Massachusetts, New York and Vermont. The process allows them to voice objections, have fair, third-party evaluation of their contentions and receive specific, public rulings on points they raise.

Our corporate social responsibility organization uses a variety of tools to report on its activities including earned media, internal and external newsletters, the Internet and social media. Entergy's Power to Care Facebook page is a community forum engaging with more than 14,000 "fans" regarding news and information about our nonprofit partners and Entergy's community activities. We also periodically survey

Engaging Stakeholders on Behalf of Low-Income Customers

We engage all levels of stakeholders, in particular governmental agencies and officials, in providing assistance to our low-income customers and others living in poverty. Entergy advocates for increased funding for the federal Low Income Home Energy Assistance Program, participating in the winter and summer LIHEAP Washington Action Days to promote the program. Our utilities host service-area Low-Income Summits, bringing together low-income advocates to share best practices and insights on addressing poverty.

These summits are part of our Low-Income Initiative, established in 1999 to improve the flow of assistance funds, provide tools to help customers manage their bills and help customers become more self-sufficient. Over the past 12 years, we have donated more than $55 million to programs that attack the root causes of poverty in communities served by Entergy. More detail can be found in our annual Low-Income Assistance Initiative Progress Report at **entergy.com/our_community/low_income.aspx**.

Understanding the challenges our customers face is an important part of our business. That's why in 2011 Entergy instituted "Pathways from Poverty," workshops designed to help our employees gain a deeper understanding of daily struggles faced by those with a shortage of money and an abundance of stress. The workshops include a unique interactive simulation allowing participants to experience a week living out the life of a real family living in poverty. More than 300 Entergy employees, including every utility operating company president, attended one of these training sessions and reported them to be transformative experiences. We have begun expanding the program to community groups including school districts, law enforcement agencies and board members of nonprofit agencies. More than 1,400 individuals participated in these Entergy-sponsored sessions last year.

Entergy's EITC Super Tax Day

Entergy's 2011 Earned Income Tax Credit Super Tax Day events were held in 70 communities. The nearly 10,000 individuals and families participating received $12.9 million in EITC refunds.

community leaders to assess their perception of community priorities and to gauge Entergy's CSR performance relative to other major companies. We host summits and local conferences so strategic partners can provide input to company executives on our performance and social investments. The conferences also provide our partners an opportunity to share best practices, discuss local problems and develop strategies for collaboration. More than 1,000 partners participate in these sessions each year.

Entergy pursues multi-pronged engagement strategies on major issues and risks having significant potential to impact our business goals. Poverty, climate change and environmental risks to the U.S. Gulf Coast are examples of issues with economic, environmental and social business implications. Partnering with leading nongovernmental organizations to conduct research and develop creative solutions and policy recommendations, we then advocate with federal, state and local leaders for sound public policies and communicate our points of view with employees, investors and other stakeholders.

Engagement and multi-year dialogue shape our points of view as they evolve with changing market conditions. Input from communities is also a crucial element to making informed decisions, and Entergy remains committed to two-way communication as we formulate our positions and prioritize our actions.

>$17 MILLION

IT ADDS UP

- Corporate and foundation grants **$16.5M**
- Other company contributions such as in-kind gifts/services **$182,415**
- Value of employee/retiree volunteer time during working hours **$119,653**
- Employee contributions to educational organizations, matched dollar-for-dollar (up to $3,000) **$245,000**

Strategic Giving and Volunteerism

Our management approach includes a corporate social responsibility strategy designed to create shared value by aligning philanthropic and community involvement strategies with corporate and business unit objectives. Our philanthropic focus improves quality of life in the communities where Entergy operates through strategic investments in community and economic development, low-income and poverty initiatives, environmental programs and work force development initiatives. These focus areas support our aspirations for long-term value creation for our business and society. We also provide disaster relief to our communities to support an efficient and effective recovery from unexpected events.

In 2011, Entergy and the Entergy Charitable Foundation gave more than $16.5 million in grants to nonprofits and organizations whose missions align with our strategic priorities and enhance life in our communities. Our corporate social responsibility efforts place significant emphasis on grants that can be leveraged with other funding sources to maximize impact from Entergy's donations. Entergy grantees reported more than $58 million in leveraged funding last year.

Our Community Connectors program integrates employee volunteerism with our corporate giving by allowing employees and retirees to log volunteer service hours and earn grants for their favorite nonprofit organization. For each 20 hours of service, volunteers earned a $250 grant to their selected nonprofit agency, up to $750 per calendar year per employee. In 2011, Entergy employees and retirees logged 49,249 hours of Community Connectors volunteer service, resulting in $208,500 in Community Connector grants to 375 nonprofit organizations.

2011 Philanthropy

SAMPLE PROJECTS	CORPORATE AND SOCIAL BENEFITS
Education 30% We partnered with Teach For America to support school reform efforts to close the academic achievement gap for 40,000 children in southern Louisiana.	Helps develop an educated future work force for Entergy, our communities and the U.S.
Health 26% We helped Brattleboro Area Drop-in Center in VT feed 8,000 low-income families and provided 100,000 meals through Second Harvest Food Bank of southeast Louisiana.	Aligns our community efforts with those of local organizations and reinforces wellness goals for our employees
Community and Economic Development 22% Entergy's grants to the Louisiana Public Health Institute since 2008 have generated $23.2 million in additional federal funding to expand bikeway and pedestrian walkways in New Orleans from fewer than 5 miles to 50 completed miles with 20 additional miles planned or underway.	Enhances quality of life for Entergy employees and supports community attractiveness to economic developers
Environmental 10% Entergy's grant of $550,000 to the Nature Conservancy chapters in Louisiana, Arkansas, Mississippi and Texas generated $8.1 million in federal funds to expand the impact of funded programs.	Helps Entergy meet our CO_2 stabilization commitment, provides habitats for native wildlife species and increases recreational opportunities for local communities
Culture and Arts 6% We support museums, performing arts and other cultural programs in the communities we serve such as the New Orleans Ballet Association and the Peekskill Jazz and Blues Event in New York.	Enhances quality of life in the communities we serve and where our employees live and work
Civic and Public Affairs 5% We are a lead "Chairman's Circle" sponsor of the U.S. Chamber of Commerce's Hiring Our Heroes program, a nationwide campaign to connect 100,000 veterans with job opportunities. We awarded more than $167,000 to 10 local emergency response organizations as part of Indian Point's Safety Responders Fund grant program, which has awarded $1 million to local fire, police and other emergency management groups since the program's inception in 2009.	Supports Entergy's commitment to responsible corporate citizenship and strengthens our civic infrastructure
Disaster Relief 1% We gave nearly $200,000 to thousands of families affected by disasters, ranging from Hurricane Irene in Vermont to tornadoes in the Midwest and flooding along the Mississippi River.	Helps Entergy quickly regain revenue streams and communities regain economic momentum

Entergy employees, customers and shareholders raised approximately $3 million to provide utility assistance for elderly and disabled customers.

Generating Opportunity for Our Employees

OUR GOAL

Develop an engaged and empowered work force that is diverse and inclusive

WHY IT'S IMPORTANT

Entergy depends on skilled employees to deliver the power that customers need. Engaging and empowering employees to do the right thing not only improves public safety and customer satisfaction, it creates a daily sense of fulfillment for employees. Our efforts to be an employer of choice include opportunities for development and fostering an inclusive environment in which every employee takes ownership and feels respected, valued and appreciated.

WHAT'S INVOLVED

- Talent Management and Inclusion
- Employee Engagement
- Health, Personal Safety and Wellness

Talent Management and Inclusion

Entergy's efforts to ensure our company has the best possible talent include competitive compensation and benefits packages and proven talent management practices to attract, develop and retain a high quality, diverse work force. Our talent management approach includes:

- Diversity and inclusion
- Employee and leadership development
- Strategic work force planning

Diversity and Inclusion

Diversity is a business imperative, helping us achieve concrete business results. In order to be a leader, not only in our industry but also across all businesses, we go beyond simply accepting "equal opportunity" as a legal requirement. We value and embrace diversity as a strategic competitive advantage. An important aspect of this is developing and promoting leadership capable of managing in a diverse environment.

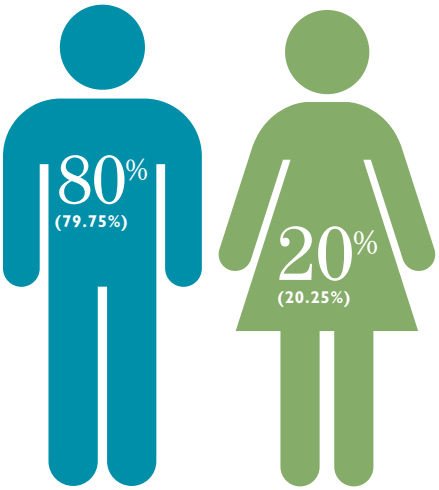
Another aspect of Entergy's talent management approach is to create a winning culture – an environment that fosters creativity, productivity and mutual respect of all people regardless of race, gender, nationality, religion, sexual orientation or any other cultural factor. Tolerance is insufficient in an organization that values the differences among our approximately 15,000 employees.

This winning culture is supported from the office of the CEO and throughout the organization, nurtured through numerous programs and initiatives that value diversity and inclusion in our organization as well as in our customers, suppliers and partners. Our inclusive work environment is supported by more than 20 diversity and inclusion councils and employee resource groups.

Employee and Leadership Development

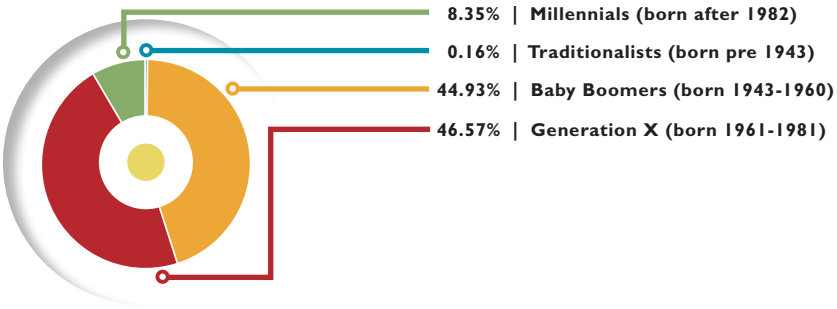
Personal and professional growth and development are necessary for employees to achieve individual goals and for Entergy to succeed as a company. Entergy employs a performance planning and review process to help employees develop their capabilities, achieve career goals and contribute to the company's goals and objectives. Our "Developing U" resources provide tips, tools and other developmental opportunities to address identified skill or competency deficiencies. A Course Competency Map links every developmental course Entergy offers to specific competency areas for skill building. This map is reviewed annually to ensure offered courses align with Entergy's current business needs and objectives.

Entergy Work Force
(gender)

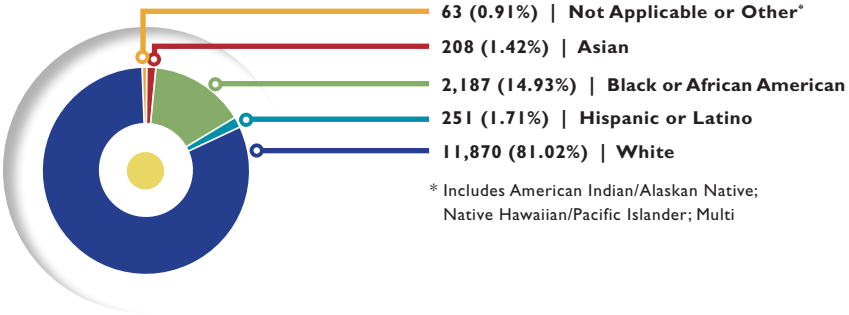


U.S. Bureau of Labor Statistics 2011 average
for U.S. electric utilities: Male 78.5/Female 21.5

Entergy Work Force
(age)



Entergy Work Force
(ethnicity)



* Includes American Indian/Alaskan Native; Native Hawaiian/Pacific Islander; Multi

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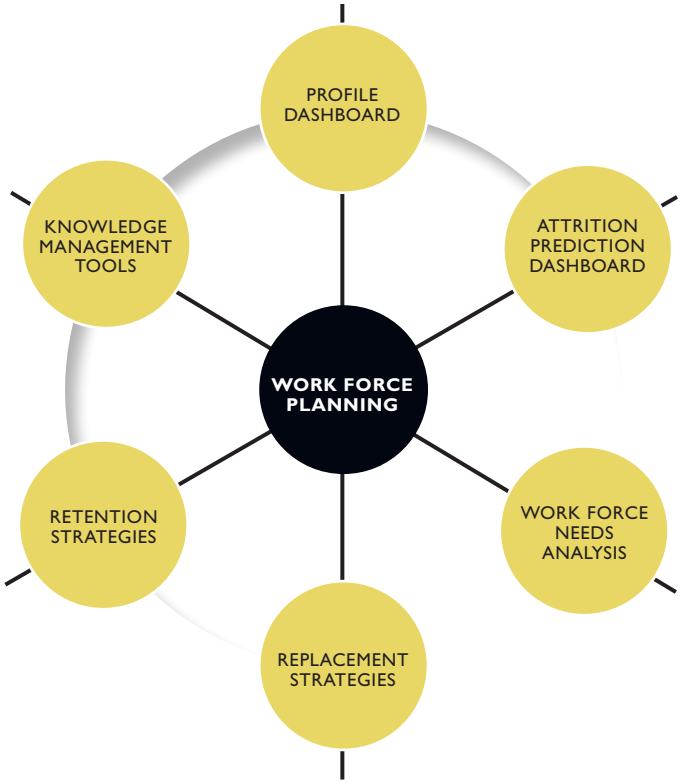
Entergy also partners with eCornell to supplement our employee development courses with a comprehensive online professional and executive development curriculum. Our membership in organizations such as the Corporate Leadership Conference provide additional resources to help our leaders develop skills and continuously develop others.

Entergy's mentoring program provides development opportunities for employees by partnering them with other employees whose perspective and experience can enhance their knowledge of business, cultural or technical issues. Mentoring promotes and enhances professional development and personal growth for both mentee and mentor.

We measure financial and non-financial impact of our employee and leadership development efforts using a variety of indicators including:

- Employee development metrics – cost per employee, percentage participation in development programs, participation in elective versus required programs – reviewed quarterly by Entergy senior leadership,
- Compliance with mandatory training for specific job groups, which is monitored through a training compliance system,
- Benchmarking measures, such as human capital ROI, monitored through PwC Saratoga and similar benchmarking services.



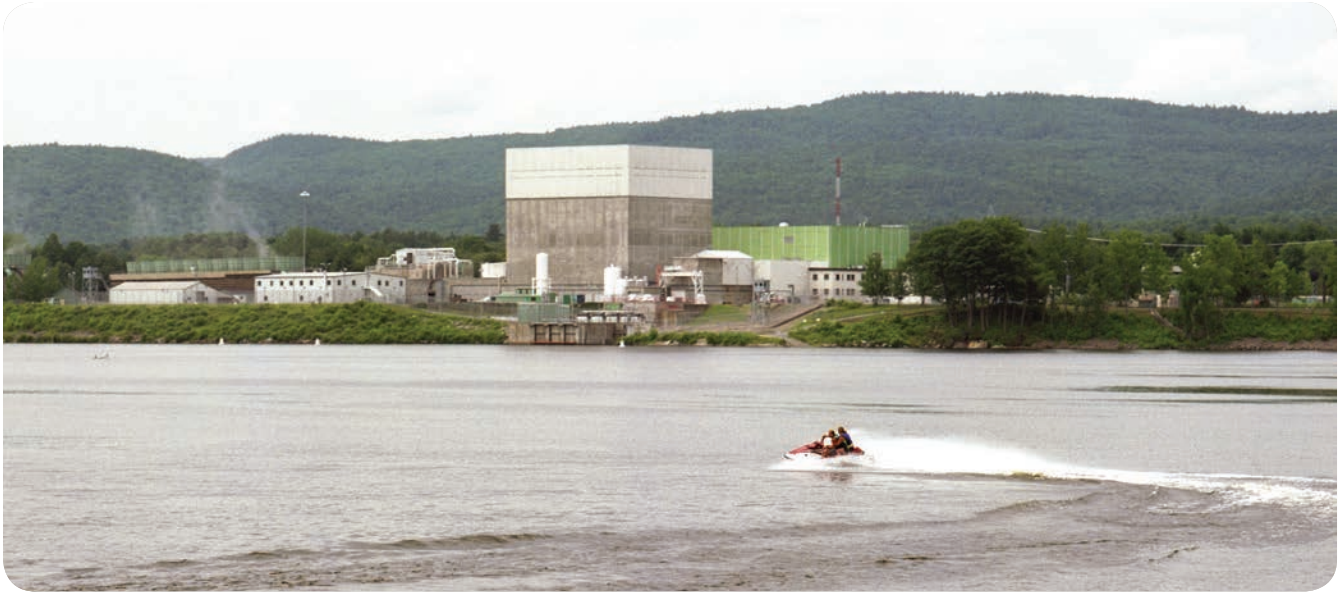
Strategic Work Force Planning

The American Public Power Association projects a significant portion of public power workers will be eligible to retire in five to seven years, raising concerns over loss of critical knowledge and the ability to find qualified replacements. Entergy addresses this risk with a comprehensive work force plan focused on training, mentoring and developing a pipeline of qualified candidates to fulfill our talent requirements. This strategic approach to work force planning includes analysis and understanding of current work force strengths and weaknesses, attrition forecasts, identification of Entergy's future business direction and related work force needs, and determination of necessary skills and capabilities to achieve future goals. We develop replacement and retention strategies to address identified work force needs. Our plans are implemented at every level of the company and within every business unit.

Knowledge management is an integral component of our work force planning process. Entergy defines knowledge management as a method for retaining the accumulated wisdom of employees who may be moving on or retiring as well as a system for finding, understanding and using knowledge to achieve organizational objectives. The goal of our knowledge management process is not to manage all knowledge but to manage the knowledge most critical to the organization by getting the right knowledge to the right people at the right time.

Our knowledge management process includes the following steps:

- Knowledge **audit** that determines what knowledge exists, where it resides and whether the knowledge is critical for the continued success of the organization,
- Knowledge **capture or retention** that involves the collection and documentation of knowledge in the right place for future use,
- Knowledge **transfer**, including knowledge application in training, mentoring and other strategies. Entergy uses a number of systems and tools such as SharePoint technology to enable employees to share skills and knowledge gained from other employees.



Employee Engagement

Employee engagement helps align the work force with Entergy's leadership team and provides valuable employee insights to shape company programs and practices. Leaders engage employees in person – at annual meetings at all fossil and nuclear plants and in small focus group sessions aimed at discussing compliments and concerns of employees. Utility excellence summits and quarterly "PowerTalk" meetings bring employees face to face with senior executives throughout the year. For significant events, leadership interaction provides opportunities for direct dialogue, such as a series of meetings hosted by senior officers with more than 700 employees on the planned spin-off and merger of the electric transmission business with ITC Holdings Corp. Safety is another important topic, with "stand-downs" allowing employees and management to discuss work practices critical to sound business operations.

In addition to face-to-face meetings, Entergy continually looks to new and effective ways for two-way communication with employees. Newsletters, podcasts, videos, letters and email updates keep employees informed but also seek feedback from employees regarding concerns, additional questions or constructive ideas on key topics. A newly launched electronic community, SharePoint, allows employees to be even more engaged by selecting which communities they want to be involved in, linking up with company colleagues and providing feedback on articles and issues within the company.

Entergy also engages employees in philanthropy and community initiatives. Employees serve on contributions boards in each state to review grant requests from nonprofits and make funding decisions. This allows employees who live and work in the local community to contribute to decisions about which nonprofits and groups are the most effective in partnering with Entergy to achieve key objectives.

Best Places to Work: Vermont Yankee

Vermont Yankee was named one of the Best Places to Work in Vermont, earning honors in the large company category. The Best Places to Work in Vermont project is a statewide program run by the Best Companies Group and presented in partnership with the Vermont Department of Labor and the Vermont Department of Economic Development.

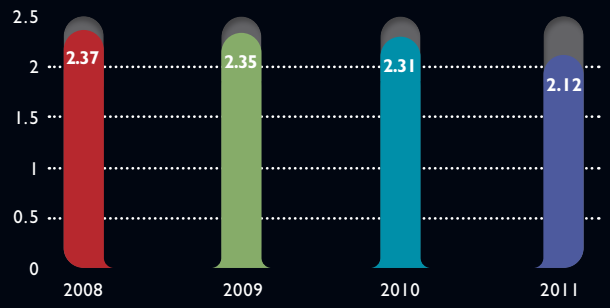
Did You Know?

Entergy employee satisfaction is reflected in a low voluntary separation rate of 2 percent in 2011, excluding retirements.

56%

of Entergy employees accessed at least one ENSHAPE wellness activity in 2011.

Focus on Wellness
(average # of risks/employee)



Reduction in employee health risk including 14 measures such as high blood pressure, cholesterol, alcohol and tobacco usage and seat belt usage

For many years, Entergy has conducted periodic employee surveys to measure satisfaction and engagement, with employees rating a number of areas including pay, recognition, leadership and supervision, satisfaction with the company, development, safety, resource availability and teamwork. Business groups also regularly assess areas of particular focus, such as a nuclear survey on instilling a safety conscious work environment. The employee newsletter also offers the opportunity for snapshot polls on various topics, so that Entergy can factor in employee feedback to ongoing programs and plans for improving our business, broadly or at individual department levels. In 2012, Entergy will initiate an employee engagement survey as an integral part of business strategy development.

Health, Personal Safety and Wellness

A healthy, safe work force is better able to deliver operational excellence and top-quartile customer satisfaction, which are vital to our success. Additionally, providing resources to empower employees to lead healthier lives helps contain or lower the cost of health care for employees and Entergy.

Safety is a core value at Entergy and we have multiple systems, programs and metrics to create a strong employee-owned safety culture. Our work force safety approach is described in detail in the Economic section of this report.

HealthStrides is Entergy's long-term health care strategy to provide tools, education and programs enabling employees to lead healthier lives. Entergy offers cost-effective health care coverage from Aetna, the company's primary medical plan provider, and encourages participation in high-deductible health plans by paying 100 percent of the premiums. Approximately 40 percent of employees participate in this type of plan.

Through Aetna, Entergy offers full preventive benefits in annual wellness physicals. Wellness components are monitored to ensure they keep up with current guidance on best preventive offerings such as immunizations, examinations and disease monitoring. Active employees have an opportunity to win $100 through a raffle as an incentive to take advantage of annual wellness exams.

The Ideal Work Commute

Wellness and environmental awareness go hand in hand with many Entergy employee efforts, such as Green your Ride days that encourage employees to bike, walk, bus, skate or carpool to work.

ENSHAPE, an employee wellness program administered by HealthFitness, is an integral part of HealthStrides. A team lead in each state plus one lead for all nuclear plants and wellness champions at all work locations personalize and strengthen the ENSHAPE program, which includes interactive tools for employees to keep track of daily exercise, fine-tune an exercise program and take periodic health assessments.

The program has a monthly health theme correlating health education and programs to the company's highest-incidence, highest-cost disease conditions. Major annual events include a "10K A Day" spring fitness program and a "Maintain Don't Gain" weight management program for the holidays. ENSHAPE's annual Health Screenings include free on-site screenings, health risk assessments and an intervention program for at-risk employees. Participation in health screenings continues to increase. In addition, seven wellness professionals employed by HealthFitness are embedded in the Entergy organization.

Indicators of performance related to employee health and wellness include health care cost trends as well as specific category measures such as tobacco usage and high blood pressure. In 2011, Entergy's health care cost increases via its self-insured medical plans were slightly less than the national trend.

Did You Know?

Entergy offers lifestyle improvement subsidies – up to $250 toward the cost of health clubs, fitness centers and weight management programs – to encourage employees to exercise and get healthy.

Statement of Verification

Scope

Entergy Corporation (hereafter referred to as "Entergy") engaged from January 2012 to April 2012 ICF International in cooperation with Cventure LLC ("ICF"), collectively referred to as the "Verification Team", to review Entergy Corporation's 2011 corporate greenhouse gas (GHG) inventory, and supporting evidence including Entergy's Inventory Management Planning and Reporting Document (IMPRD). These documents detailed the GHG emissions and associated source documents over the period of Calendar Year 2011 (January 1, 2011 to December 31, 2011 inclusive). These components are collectively referred to as the "GHG Assertion".

Entergy was solely responsible for the preparation and presentation of the information within the GHG Assertion. The Verification Team's responsibility was to express a conclusion as to whether anything has come to its attention to suggest that the GHG Assertion is not presented fairly in accordance with generally accepted greenhouse gas (GHG) accounting standards, in particular *ISO 14064 Part 1: Specification with guidance at the organization level for quantification and reporting of greenhouse gas emissions and removals (ISO, 2006)*.

Methodology

The Verification Team completed its review in accordance with the *ISO 14064 Part 3: Greenhouse Gases: Specification with guidance for the validation and verification of greenhouse gas assertions (ISO, 2006)*. As such, the Verification Team planned and performed its work in order to provide limited assurance with respect to the GHG Assertion. The review criteria were based on this guidance. The Verification Team reviewed the GHG Assertion through a combination of desk review of all associated documentation provided, and field visits to select Entergy sites. The Verification Team believes that its work provides a reasonable basis for its conclusion.

Conclusion

Based on the Verification Team's review, nothing has come to its attention which causes the members of the team to believe that the GHG Assertion is not presented fairly in accordance with the relevant criteria. The GHG emission estimates were calculated in a consistent and transparent manner and were found to be a fair and accurate representation of Entergy Corporation's actual emissions and were free from material misstatement. The Verification Team identified several minor, immaterial discrepancies in Entergy's greenhouse gas inventory which were corrected by Entergy during the course of the verification.

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FORWARD-LOOKING INFORMATION

In this report and from time to time, Entergy Corporation makes statements as a registrant concerning its expectations, beliefs, plans, objectives, goals, strategies, and future events or performance. Such statements are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as "may," "will," "could," "project," "believe," "anticipate," "intend," "expect," "estimate," "continue," "potential," "plan," "predict," "forecast," and other similar words or expressions are intended to identify forward-looking statements but are not the only means to identify these statements. Although Entergy believes that these forward-looking statements and the underlying assumptions are reasonable, it cannot provide assurance that they will prove correct. Any forward-looking statement is based on information current as of the date of this report and speaks only as of the date on which such statement is made. Except to the extent required by the federal securities laws, Entergy undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

Forward-looking statements involve a number of risks and uncertainties. There are factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements, including those factors discussed or incorporated by reference in (a) Item 1A. Risk Factors contained in the Form 10-K for the year ended December 31, 2011, (b) Management's Financial Discussion and Analysis, and (c) the following factors (in addition to others described elsewhere in this report and in subsequent securities filings):

- resolution of pending and future rate cases and negotiations, including various performance-based rate discussions, Entergy's utility supply plan, and recovery of fuel and purchased power costs;
- the termination of Entergy Arkansas's and Entergy Mississippi's participation in the System Agreement in December 2013 and November 2015, respectively;
- regulatory and operating challenges and uncertainties associated with the Utility operating companies' proposal to move to the MISO RTO and the scheduled expiration of the current independent coordinator of transmission arrangement in November 2012;
- changes in utility regulation, including the beginning or end of retail and wholesale competition, the ability to recover net utility assets and other potential stranded costs, the operations of the independent coordinator of transmission for Entergy's utility service territory, and the application of more stringent transmission reliability requirements or market power criteria by the FERC;
- changes in regulation of nuclear generating facilities and nuclear materials and fuel, including possible shutdown of nuclear generating facilities, particularly those owned or operated by the Entergy Wholesale Commodities business, and the effects of new or existing safety concerns regarding nuclear power plants and nuclear fuel;
- resolution of pending or future applications, and related regulatory proceedings and litigation, for license renewals or modifications of nuclear generating facilities;
- the performance of and deliverability of power from Entergy's generation resources, including the capacity factors at its nuclear generating facilities;
- Entergy's ability to develop and execute on a point of view regarding future prices of electricity, natural gas, and other energy-related commodities;
- prices for power generated by Entergy's merchant generating facilities and the ability to hedge, sell power forward or otherwise reduce the market price risk associated with those facilities, including the Entergy Wholesale Commodities nuclear plants;
- the prices and availability of fuel and power Entergy must purchase for its Utility customers, and Entergy's ability to meet credit support requirements for fuel and power supply contracts;
- volatility and changes in markets for electricity, natural gas, uranium, and other energy-related commodities;
- changes in law resulting from federal or state energy legislation or legislation subjecting energy derivatives used in hedging and risk management transactions to governmental regulation;
- changes in environmental, tax, and other laws, including requirements for reduced emissions of sulfur, nitrogen, carbon, mercury, and other substances, and changes in costs of compliance with environmental and other laws and regulations;
- uncertainty regarding the establishment of interim or permanent sites for spent nuclear fuel and nuclear waste storage and disposal;
- risks associated with the proposed spin-off and subsequent merger of Entergy's electric transmission business into a subsidiary of ITC Holdings Corp., including the risk that Entergy and the Utility operating companies may not be able to timely satisfy the conditions or obtain the approvals required to complete such transaction or such approvals may contain material restrictions or conditions, and the risk that if completed, the transaction may not be achieve its anticipated results;
- variations in weather and the occurrence of hurricanes and other storms and disasters, including uncertainties associated with efforts to remediate the effects of hurricanes, ice storms, or other weather events and the recovery of costs associated with restoration, including accessing funded storm reserves, federal and local cost recovery mechanisms, securitization, and insurance;
- effects of climate change;
- Entergy's ability to manage its capital projects and operation and maintenance costs;
- Entergy's ability to purchase and sell assets at attractive prices and on other attractive terms;
- the economic climate, and particularly economic conditions in Entergy's Utility service territory and the Northeast United States and events that could influence economic conditions in those areas;
- the effects of Entergy's strategies to reduce tax payments;
- changes in the financial markets, particularly those affecting the availability of capital and Entergy's ability to refinance existing debt, execute share repurchase programs, and fund investments and acquisitions;
- actions of rating agencies, including changes in the ratings of debt and preferred stock, changes in general corporate ratings, and changes in the rating agencies' ratings criteria;
- changes in inflation and interest rates;
- the effect of litigation and government investigations or proceedings;
- advances in technology;
- the potential effects of threatened or actual terrorism, cyber attacks or data security breaches, and war or a catastrophic event such as a nuclear accident or a natural gas pipeline explosion;
- Entergy's ability to attract and retain talented management and directors;
- changes in accounting standards and corporate governance;
- declines in the market prices of marketable securities and resulting funding requirements for Entergy's defined benefit pension and other postretirement benefit plans;
- changes in decommissioning trust fund values or earnings or in the timing of or cost to decommission nuclear plant sites;
- factors that could lead to impairment of long-lived assets; and
- the ability to successfully complete merger, acquisition, or divestiture plans, regulatory or other limitations imposed as a result of merger, acquisition, or divestiture, and the success of the business following a merger, acquisition, or divestiture.

GAAP TO NON-GAAP RECONCILIATION

Earnings Per Share	2011	2010
As-Reported	$ 7.55	$ 6.66
Less Special Items	$(0.07)	$(0.44)
Operational	$ 7.62	$ 7.10

PERFORMANCE DATA TABLE

FINANCIAL HIGHLIGHTS	2007	2008	2009	2010	2011
Operating revenues ($ millions)	11,484	13,094	10,746	11,488	11,229
Net income attributable to Entergy Corp. ($ millions)	1,135	1,221	1,231	1,250	1,346
Earnings per diluted share (dollars)	5.60	6.20	6.30	6.66	7.55
Total shareholder return (%)	32.5	-28.3	2.4	-9.7	8.3
Utility retail customers – year-end (thousands)	2,668	2,689	2,719	2,743	2,757
GOVERNANCE & ETHICS					
Number of Board Directors	12	12	12	13	11
Number of independent Board Directors	11	11	11	12	10
Women/minority independent Board Directors (number; %)	2; 18%	2; 18%	2; 18%	3; 25%	3; 30%
EMPLOYEES					
Number of employees	14,322	14,669	15,181	14,958	14,682
Women in work force (% of employees)	20.58	20.73	20.48	20.35	20.25
Women in management (% of management)	11.19	12.11	11.96	12.10	12.13
Minorities in work force (% of employees)	17.64	18.29	19.13	19.06	18.55
Minorities in management (% of management)	10.88	11.65	12.06	12.32	12.09
Bargaining unit representation (% of employees)	35.25	34.22	36.09	36.52	35.88
Voluntary turnover (% excluding retirements)	1.15	2.15	1.48	1.79	2.04
HEALTH AND SAFETY					
Employee work-related fatalities	0	0	0	0	2*
Contractor work-related fatalities	1	0	0	1	0
Recordable accident index	0.69	0.75	0.64	0.78	0.57
Lost work day incident rate	0.22	0.21	0.20	0.29	0.27
Employee lost-time injury frequency (n/million work hours)	0.54	0.41	0.48	0.39	0.65
Contractor lost-time injury frequency (n/million work hours)	1.21	1.05	1.00	0.75	1.02
Preventive care – mammogram (% women age 40-64)	—	—	47.5	45.5	46.8
Preventive care – cholesterol (% age 20-64)	—	—	13.1	13.2	13.7
Preventive care – colorectal cancer screening (% age 50-64)	—	—	10.0	9.7	9.9
**2011 fatalities were initially reported as 1; however, an employee who sustained injuries in November died as a result of those injuries in 2012.*					
ENVIRONMENT					
Fines and penalties ($, shown in year paid)	13,750	11,382	0	0	2,750
NPDES permit exceedences	35	17	32	19	19
Internal compliance self-assessments and audits	610	623	636	613	665
Direct greenhouse gas emissions – all sources and all gases (million metric tons CO_2e)	32.6	33.2	30.4	34.0	34.8
Indirect greenhouse gas emissions – line losses and company usage (million metric tons CO_2e)	1.1	0.8	0.7	0.8	0.8
GHG emissions from purchased power – controllable (million metric tons CO_2e)	3.2	7.4	6.2	7.2	7.6
GHG emissions from purchased power – all gases/all classes of purchased power, controllable and uncontrollable (million metric tons CO_2e)	15.7	15.7	12.5	14.6	15.1
CO_2 emissions from power generation (million tons)	35.0	35.7	32.6	36.5	37.4
CO_2 emissions rate for power generation (lbs/kWh)	0.59	0.58	0.54	0.59	0.60
NOx emissions from power generation (thousand tons)	47.8	50.3	40.3	46.6	47.1
NOx emissions rate from power generation (lbs/MWh)	0.81	0.82	0.82	0.75	0.75
SO_2 emissions from power generation (thousand tons)	52.4	52.7	48.2	46.6	48.5
SO_2 emissions rate from power generation (lbs/MWh)	0.89	0.86	0.79	0.75	0.77
HG emissions from power generation (tons)	0.46	0.46	0.44	0.45	0.44
HG emissions rate from power generation (lbs/100 GWh)	0.77	0.75	0.72	0.72	0.71
Water net – used in cooling (millions of cubic meters)	26,200	13,000	11,800	12,800	14,206
Hazardous waste generation – manifested (tons)	62.3	46.0	54.2	27.1	27.8
Recycled waste – coal ash (%)	78	91	60	48	50
COMMUNITY SPENDING					
Community investments ($ millions)	14.5	15.9	17.3	17.2	16.5
Community investments (% of EBIT)	0.88	0.88	0.92	0.91	1.1
Low-income programs ($ millions)	6.6	8.9	11.1	10	9.7
Employee and retiree volunteerism (hours)	30,000	67,000	76,300	53,000	49,249
Spending on diverse business enterprises (%)	21.9	24.5	23.8	25.3	29.4
Charitable foundation grants – community improvement (%)	30	28	28	29	22
Charitable foundation grants – health and social services (%)	23	18	22	30	26
Charitable foundation grants – arts & culture (%)	5	5	4	3	6
Charitable foundation grants – disaster relief/other (%)	0	4	0	1	1
Charitable foundation grants – environment (%)	3	9	11	4	10
Charitable foundation grants – education/literacy (%)	38	35	31	27	30
Charitable foundation grants – civic and public affairs (%)	1	1	4	6	5

Global Reporting Initiative Summary

The GRI Reporting Framework is an internationally accepted set of economic, environmental and social performance indicators used to present a balanced report of sustainability performance. In addition to the summary index to the indicators below, our detailed GRI index is available at ***entergy.com****. With this report and our online information, we believe we meet GRI Guidelines Application Level B.*

GRI Indicators

	Pages
PROFILE DISCLOSURES	1-11, 14-19
MANAGEMENT APPROACH	12-55
ECONOMIC INDICATORS	12-31
ENVIRONMENTAL INDICATORS	32-43
PRODUCT RESPONSIBILITY INDICATORS	24-25, 30-31
COMMUNITY INDICATORS	44-49
LABOR PRACTICES AND DECENT WORK INDICATORS	22-23, 50-55
HUMAN RIGHTS INDICATORS	*Please see our detailed GRI index at* ***entergy.com***

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