

Entergy in New Orleans

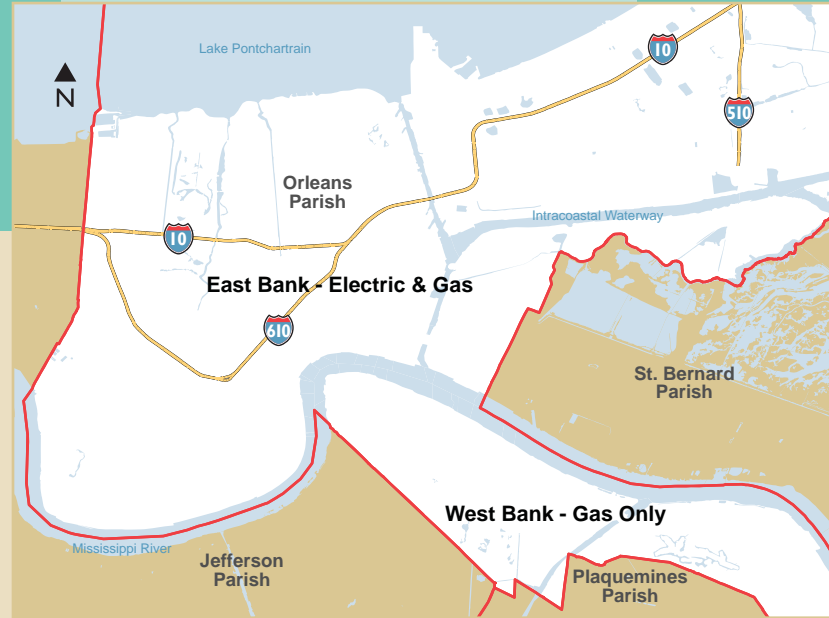
Entergy New Orleans, Inc.

Providing dependable, affordable electricity and gas to New Orleans since 1922.

▶ AT A GLANCE

(Including all Entergy Corp. and subsidiary companies in New Orleans metro area)

- 6,000 direct and indirect employees in New Orleans area including:
 - 400 Entergy New Orleans employees.
 - 2,200 total Entergy employees.
 - 3,400 indirect employees.
- 1,500 Entergy retirees in New Orleans area.
- \$800 million in annual local spending including payroll, purchases, services, taxes and contributions.
- Utility regulated by the New Orleans City Council.
- President and Chief Executive Officer of Entergy New Orleans, Inc. is Charles L. Rice, Jr. (since June 2010).



▶ ELECTRIC

- Serves Orleans Parish, excluding Algiers.
- 160,000 electric customers.
 - Residential – 142,000.
 - Commercial/Industrial – 18,000.
- 1,430 miles of distribution lines.
- 158 miles of transmission lines.
- 22 substations.
- Generation – 5,100,000 MWh sold (retail).

▶ GENERATION MIX

Nuclear	55%
Natural Gas	25%
Coal	13%
Other / Mixed	7%

▶ GAS

- Serves Orleans Parish.
- 100,000 natural gas customers.
 - Residential – 95,000.
 - Commercial/Industrial – 5,000.
- 34 miles of transmission lines.
- 1,678 miles of distribution lines.
- World's largest gas rebuild effort underway in New Orleans since 2007, replacing 800+ miles of gas lines.



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entergy-neworleans.com

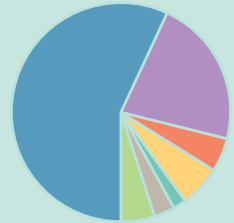
Note: Numbers based on 2010 data.



Entergy New Orleans, Inc.

WHERE OUR CUSTOMERS' DOLLAR GOES

- Fuel 57¢
- O&M 22¢
- Depreciation 5¢
- Other Taxes 6¢
- Interest 2¢
- Income Tax 3¢
- Stockholders/Reinvestment .. 5¢



COMMUNITY

- Donated more than \$4 million to non-profits, schools and community service organizations in 2010 – more than \$25 million in total donations since 2006.
- Employees logged nearly 2,000 hours of volunteer service.
- Programs available to help low-income, elderly and disabled customers.

ECONOMIC DEVELOPMENT

- The Entergy New Orleans economic development efforts have helped attract more than \$127 million in new investments and have helped create 1,125 new jobs in the city of New Orleans in the last two years.

CUSTOMER SERVICES

- Customer Care Centers: 3400 Canal Street and 4021 Behrman Highway, Suite J.

Visit entergyneworleans.com:

- My Account Online and My Account Anywhere – billing options, flexible payments and outage texting.
- Entergy Storm Center – storm information, view outages and safety tips.
- ENsight – energy-saving tools and tips.

Note: Numbers based on 2010 data.

HONORS / AWARDS

- Edison Electric Institute's national storm restoration award (13 consecutive years).
- *Corporate Responsibility* magazine's "100 Best Corporate Citizens" in the nation.
- *Site Selection* magazine's "Top Ten Utilities" in nation for economic development.
- New Orleans' gas rebuild project as Global Infrastructure Project of the Year by McGraw-Hill's Platts.

ENERGY EFFICIENCY / ENVIRONMENT

- Administrator of \$11 million Energy Smart energy efficiency program for New Orleans.
- Energy Smart offers audits and cash incentives to customers. Website: energysmartnola.info.
- Energy-saving tips and tools online at entergyneworleans.com/savemoney.
- First U.S. utility to commit to voluntarily reduce greenhouse gases.
- Partnership with Louisiana universities to install electric vehicle charging stations and with New Orleans schools to install solar panels.

CONTACT INFORMATION

Entergy Customer Service: 1-800-ENTERGY (1-800-368-3749)

Report Outages: 1-800-9OUTAGE (1-800-968-8243)

Entergy New Orleans

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