

Entergy **Notes**

News for our Customers



June-July 2008

Simple Steps to Manage Your Summer Bills

The long, hot summer months are here and with them come the higher electricity bills.

Entergy New Orleans, Inc. is inviting customers to partner in its *Simple Steps* energy awareness initiative. *Simple Steps* encourages residents to make small lifestyle adjustments to help manage their energy use and subsequent bills during the summer months.

"We're entering the time of year when air conditioners start working longer and harder and that alone can dramatically affect customer bills" said Melonie Hall, customer service director, Entergy New Orleans. "But there are some adjustments that our customers can make around the home to help manage their bills during summer while remaining cool."

Entergy urges customers to take these simple steps:

- Raise the thermostat to 78 degrees during the warmer months, which can reduce electricity use by as much as 20 percent.
- Seal leaky windows and doors with caulk and/or weatherstripping.
- Conserve hot water by installing a timer that turns the hot water heater off when no one is at home to use it.
- Wait to use appliances such as the clothes dryer and dishwasher in the cooler evening hours.
- Use ceiling fans or box fans to circulate cool air.
- Use compact fluorescent bulbs when replacing lightbulbs. They use 70 percent less energy and last up to 10 times longer

Other steps include closing blinds and curtains against the hot afternoon sun, using the oven to cook in rather than the range and planning meals so several things can cook in the oven at the same time. Additionally, make sure air conditioner filters are clean and don't block cool air returns with curtains or furniture.

And it's never too late to weatherize.

"Weather-stripping around doors and windows and other actions that keep cool air in and hot air out make a big difference in your comfort level and your bill," Hall said.

Customers are reminded that Entergy offers several billing options, such as Level Billing and Pick-A-Date, to help manage their bills. In addition, ENsight (www.entergy.com/ensight), our on-line energy efficiency resource, links to a home energy calculator that helps customers analyze their home energy use.

Visit www.entergy-neworleans.com for more summer savings tips.

Our Mission

The mission of the Entergy New Orleans, Inc. Customer Service organization is to provide exceptional customer service safely and profitably by fostering professionalism, nurturing positive relationships, communicating effectively, unifying our efforts and adapting a self-crucial attitude in servicing our customers.

Customer Service Director
Melonie Hall

Region
Customer Service Manager
Toni Green

Customer Service Managers
Kerry Jones, District A
Amy Davis, District B
Preston Favorite, District C
Lynn Lee, District D
Katherine Miller-Harris, District E

For questions about your bill, or to report a gas emergency, call:
1-800 ENTERGY
(1-800-368-3749)

To report an Outage:
1-800-9OUTAGE

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Look to the Internet to See Electric Outages

Power is out. Are the kids safe at school? Is there power where I am going? Is the power on at work? Customers can now answer these and similar questions by viewing outages online at www.entergy.com.

The online outage information system displays specifics about Entergy electric power outages over a Microsoft Virtual Earth map. Outages are updated every 30 minutes. They appear as color-coded icons indicating the number of customers affected. Users can zoom from a wide view of the service territory down to an elevation below 2,000 feet.



Customers must choose their utility company before outages are displayed. Shading indicates outages in parishes and the number of customers affected. Specific information includes outage start time, estimated restoration time and comments on the restoration.

During major outages such as a hurricane, outages for the affected area could be displayed at the parish or state level for the affected area. Outage information would be updated four times per day, which is Entergy's current practice for major restoration.

Entergy New Orleans Customers Have “The Power to Care” Company Announces New Name for Customer Assistance Fund



Entergy Corporation announced a new name for the Customer Assistance Funds operated by the company's five utility subsidiaries: The Power to Care.

Locally, the new name replaces Helping Hands, which has been used by Entergy New Orleans, Inc. for many years. The impetus for the name change is to raise awareness about the fund and increase donations from customers, employees and others to meet a growing demand from the elderly and disabled for help in paying energy bills.

Although the fund name is changing, all donations from Entergy New Orleans customers will continue to be used to help their neighbors in Orleans Parish.

The fund will still be administered by the New Orleans Council on Aging, ensuring that funds are used to help those who are most in need. There are no administrative fees charged to customer donations, so 100 percent of every dollar customers donate goes directly to help those in need. Entergy shareholders match employee donations dollar for dollar and match up to \$500,000 of contributions from customers.

In 2007, Entergy New Orleans and shareholders joined with customers to raise more than \$144,000 to aid 975 New Orleans families through the Helping Hands program. Companywide, Entergy contributed \$2.4 million to customer assistance funds to help 17,521 Entergy customers in five states pay utility bills.

“Our customers and employees have always been generous helping the less fortunate pay their utility bills. But given current and anticipated economic conditions, the demand for help is growing every day. We recognized that we needed to raise awareness of both the increasing need of our low-income customers and how Entergy New Orleans customers, employees and retirees can help. Moving to a single name will maximize the impact of all our promotional efforts,” said Amy Davis, customer service manager, Entergy New Orleans.

Linda Barnes, manager of low income customer initiatives, said, “We serve some of the poorest areas in the country, so these donations are tremendously important. Their value increases when you consider how federal energy assistance programs fall dramatically short of meeting the needs of low-income customers in our region. The Power to Care fund offers a safety net for thousands of customers who can't find help elsewhere.”

CareFree 3 Package Helps You Manage Energy Costs

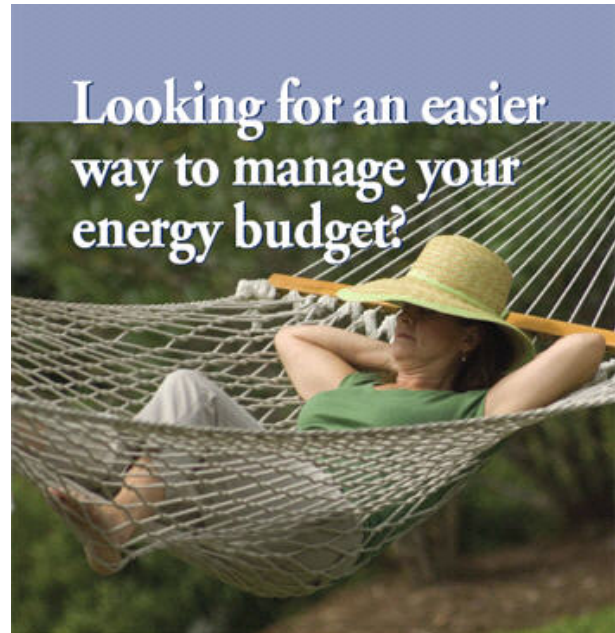
With \$4-a-gallon gas and natural gas prices on the rise again this summer, many Entergy customers are looking for ways to better manage energy costs.

On July 1, Entergy began offering its three key energy bill management options as a package called CareFree 3. With one phone call or online transaction, you can enroll in CareFree 3, which includes Level Billing, Automatic Monthly Payments (bank draft) and Pick-A-Date.

Level Billing helps even out the spikes and valleys of seasonal bills. By averaging 12 months' worth of bills, every month's bill is predictable, and there are no summer spikes. Pick-A-Date allows customers to pick the date on which their bill will be due, so they can time it to coordinate with their own cash flow situation. Automatic Monthly Payments is an option of convenience. It won't lower a bill, but it frees you from the trouble of writing and mailing a check.

"We're excited about this new bundled offer for our customers," said Melonie Hall, customer service director for Entergy New Orleans, Inc. "We know that rising energy prices are tough on everyone, and at Entergy we want to offer customers control and convenience with ways to better manage their energy budget."

"Summer is a great time for customers to convert their billing to Level Billing because it not only provides immediate relief from high bills, but serves as a budget-



ing aid throughout the year," said Hall. "Naturally, we hope customers sign up for the CareFree 3 plan, but if they just want one option, such as Level Billing, we can arrange that, too."

To sign up for CareFree 3 call 1-866-603-0192 or go online to www.entergy.com and request to be on the CareFree 3 plan.

One of Our Favorites From Our "Woodstoves to Microwaves" Cookbook*



Fried Green Tomatoes

4 large green tomatoes	½ tsp sugar
½ tsp salt	½ C cornmeal
1/8 tsp pepper	½ C oil

Slice tomatoes crosswise in 1/4-inch slices. Sprinkle with salt, pepper and sugar. Coat with cornmeal. Fry slices, a few at a time, in a small amount of oil until brown on both sides, about 10 minutes. Yield: 4 servings.

Ripe tomatoes: Cut ripe tomatoes in 1/2-inch thick slices. Combine ½ cup dry bread crumbs or flour, ½ teaspoon salt and 1/8 teaspoon pepper; coat slices with crumbe mixture. Fry as above.

**These recipes have been in use for a long period of time. They were developed and tested when home appliances were not as efficient and powerful as they are today. Cooking times and temperature suggestions may have to be altered to provide optimum results.*

Community Partnership Grants Aim to Improve Life for New Orleanians

Entergy New Orleans, Inc. has awarded \$15,000 in Community Partnership Grants that includes an affordable housing campaign, community outreach to autistic children, a latex paint recycling program and a youth theater project.

“These grants help enrich New Orleans and improve the quality of life for so many residents,” said Melonie Hall, director of customer service. “Entergy New Orleans is pleased to support the many schools and non-profit agencies that use their talents and imagination to enhance the lives of others.”

Entergy New Orleans resumed the Community Partnership Grant program this year after a two-year hiatus following Hurricane Katrina.

Twenty-five Entergy Community Partnership grants were awarded to community organizations in New Orleans at a luncheon Tuesday, June 24 at Basin Street Station.

Customer Service Managers Kerry Jones, Amy Davis, Preston Favorite, Lynn Lee and Katherine Miller-Harris presented grant checks to recipients. Grants are given to civic and service clubs and schools that intend to use the grant as “seed money” and seek additional funds and volunteers to assist the project. Each program must have a positive impact on communities, families, schools or youth in the areas of education, health, arts or community involvement.

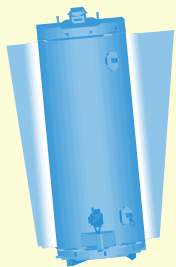
“The variety of programs funded by Community Partnership Grants adds immense value to our community,” Hall said. “Entergy New Orleans is committed to helping deliver the kinds of programs that make our communities and our youth thrive.”

Among the 25 organizations funded, additional projects included:

- An affordable housing campaign
- A college admissions project
- Youth literacy project
- Tree planting campaign
- Food distribution program
- A children’s museum exhibit



Community Partnership Grants were awarded by Entergy New Orleans to 25 community organizations that have a positive impact in the areas of education, health, arts or community involvement.



Energy Management Tip of the Month:

Let the Savings Flow

Drain a gallon of water once a year through the faucet at the bottom of your water heater to remove sediment that decreases energy efficiency.

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