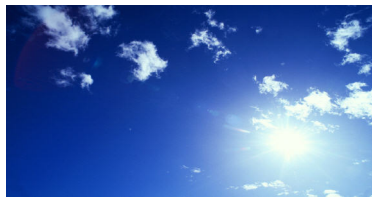


Entergy **Notes**

News for our Customers



March 2008



Entergy New Orleans Dedicates \$500,000 to Energy Efficiency Education Program

Entergy New Orleans, Inc. is dedicating \$500,000 for energy efficiency customer education and outreach to help residents better manage their energy usage, save on energy bills and help the environment.

The focus of the program is to help customers make their homes and businesses more energy efficient, whether they are rebuilding, renovating or simply looking for ways to cut costs.

The company is boosting its communications with customers through enhanced information, links and energy efficiency tools on its Web site, www.energy-ensight.com. This spring, customer service representatives and energy efficiency experts will launch efforts to hold workshops, energy efficiency expos, informational block parties and seminars to be scheduled with community groups and neighborhood associations.

"We have one goal in mind, and that is to educate as many customers as possible regarding the advantages of energy efficiency and the simple steps it takes to see those benefits," said Rod West, president and chief executive officer of Entergy New Orleans, Inc. "We are launching an aggressive, proactive outreach effort into the community - neighborhood-by-neighborhood - with demonstrations, workshops and expos."

Entergy New Orleans and its partners are also exploring energy efficiency services to customers later this year with on-site energy assessments and basic weatherization upon request. Weatherization measures can include caulking windows, applying weather stripping and replacing filters.

Low-income customers would be eligible for more advanced weatherization including a blower door test, water heater blankets, outlet and light switch insulation, sealing duct joints and more.

The company is collaborating with business, industry, government and community groups to create the program, including the Home Builders Association of Greater New Orleans, Home Builders Institute, Green Light New Orleans, ACORN Housing Corp., Hands-On New Orleans and Delgado Community College.

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
Vacant, District B
Amy Davis, 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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UNDERSTANDING YOUR BILL: What Are Fuel Charges?

Winter temperatures are subsiding to the comforts of spring in Southeast Louisiana and customers are adjusting their thermostats accordingly. But just as the climate eases, customers are still feeling the pinch of higher bills from peak winter usage.

At this time of year, Entergy New Orleans, Inc. anticipates questions from customers about their bills, especially about the Fuel Adjustment Clause and Purchased Gas Adjustment, two fuel charges that often exceed base rates.

Here's a refresher on what the FAC and PGA are and how they impact your bills:

- The FAC and PGA fuel charges on bills are collected to pay for the fuel purchased by the company on behalf of the customer. The FAC line item reflects the actual cost of fuel purchased to generate electricity for Entergy New Orleans customers. The PGA line item reflects the actual cost of

natural gas used by gas customers.

- The charges are driven by customer usage and the market cost of the fuel. The FAC and PGA are passthrough charges.

- Entergy New Orleans does not profit from the FAC or PGA.

- Natural gas is the most expensive fuel in Entergy's fuel portfolio and at times can make up the primary fuel used by Entergy New Orleans' electric customers.

- During winter, gas usage by customers to heat their homes nearly doubles per month beginning in November through February.

- Natural gas is a commodity traded on the open market and subject to the fundamentals of market supply and demand. Increase in demand, which occurs during winter and summer peak periods, results in increased prices.

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Dollar Defense Program Alerts Customers to Fraud, Scams



Entergy New Orleans, Inc. and Entergy Louisiana, LLC teamed up with state organizations March 18 to help New Orleans-area residents learn how to recognize and avoid scams and fraud. Session topics brought to the public at the Jefferson Parish Regional Library included home repair scams, payday and title loans, telemarketing scams and Medicare and insurance fraud.

"The types of fraud and scams that we are warning our customers against are responsible for taking millions of dollars from Louisiana residents each year," said Amy Davis, customer service manager at Entergy New Orleans. "Our hope is that by educating people about how these scams work, they will avoid them in the future and be able to hold on to their hard-earned money."

The event was co-sponsored by the Governor's Office of Elderly Affairs, Louisiana State University AgCenter, AARP Louisiana, Louisiana Attorney General's office and Senior Health Insurance Program.

"Fraud affects everyone, not just the immediate victim," said Michelle Guillory of the Governor's Office of Elderly Affairs. "It drives up the cost of insurance premiums and makes important economic and social programs run by the state less effective. Anyone can be a victim of fraud or identity theft and the costs can be devastating, especially to low-income families."

Another Dollar Defense event will be held on the West Bank at the Avondale Community Center (4008 Highway 90) on April 15. Additional sessions will be held in Lafayette, Houma and Ruston in May.



Will You Take Credit This Year?

As part of its efforts to help low-income residents and increase awareness about the Earned Income Tax Credit, Entergy New Orleans, Inc. is sending a message to its customers that could save them upwards of \$4,700.

Throughout this tax season, the company is sending notices promoting the Earned Income Tax Credit (EITC) to its residential customers. Working families can receive up to \$4,716 if they qualify.

The EITC is a federal income tax credit for low-income workers who are eligible for and claim the credit. Taxpayers who qualify for and claim the credit can reduce the amount of tax they owe, pay no tax, or get a refund. Research by the IRS indicates that 20 to 25 percent of households who are entitled to the credit do not claim it or between 3.5 million and 7 million households.

In the 2007 filing season, nearly 484,000 Louisiana residents received \$1.1 million through EITC, according to the IRS. "We believe that number could easily go higher if more people were aware of the program", said Davis. "EITC not only benefits working families, it also reduces demand for public service and benefit programs as well as helps our local economy."

To qualify for the EITC, earned income and adjusted gross income must each be less than:

- \$37,783 (\$39,783 married filing jointly) with two or more qualifying children;
- \$33,241 (\$35,241 married filing jointly) with one qualifying child;
- \$12,590 (\$14,590 married filing jointly) with no qualifying children.

The maximum credit for the 2007 tax year is:

- \$4,716 with two or more qualifying children;
- \$2,853 with one qualifying child;
- \$428 with no qualifying children.

Entergy New Orleans also encourages all its eligible customers to take advantage of the Child Tax Credit. With the Child Tax Credit, you may be able to reduce the federal tax you owe by close to \$600 for each qualifying child under the age of 17.

More information on the Child Tax Credit is available at www.irs.gov/newsroom/article/0,id=106182,00.html.

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

Irish Stew



2 lbs. lamb	2 tsp. salt
4 cups water	¼ tsp. pepper
3 carrots, sliced ½-inch	1 bay leaf
1 small turnip	3 TB chopped parsley
1 onion, sliced	2 TB flour

Cut meat into 2-inch pieces; simmer in water for 2 hours. Add remaining ingredients, except flour, and cook until vegetables are tender, about 30 minutes. Thicken the broth with the flour dissolved in ¼ cup cold water. Yield: 6 servings.

**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.*

Bills - continued

- In the late 90s, the price of natural gas hovered around \$2 per ccf. Since then, the price of natural gas has reached as high as \$16 per ccf. Today, natural gas prices are above \$8 per ccf.

- At this time, the increase in natural gas prices appears to be attributable to two primary factors:

- The general price increase in the energy markets over the past year led by rising oil prices; and

- Cooler than expected late winter weather in Northern states. Higher demand for natural gas equals higher prices.

- Fuel costs on a customer's bill may exceed energy charges simply because of rising fuel prices, while Entergy's base rates have changed very little in the last decade.

Entergy Grant Seeds Cooperative Food Store in Returning Neighborhood

Entergy Corporation and Entergy New Orleans, Inc. awarded a \$25,000 open grant to the New Orleans Food Cooperative to assist with preliminary planning in establishing the city's only cooperative food store.

A check was presented to NOFC by Rod West, president and chief executive officer of Entergy New Orleans, Inc., in a ceremony March 19 at the planned site of the co-op grocery store in the old Universal Furniture Building at St. Claude and St. Roch Avenues.

The co-op store will provide healthy, affordable foods in the St. Claude Ave. corridor, an area that still does not have a single large grocery store following Hurricane Katrina. Locally produced, affordable food and accessibility to all members of the community are among the core values of the project.

"Successful economic development is driven by a team effort and Entergy New Orleans is happy to support this new food cooperative that will serve the needs of St. Claude area residents and the city at large," said Rod West, president and chief executive officer of Entergy New Orleans, Inc. "This grant is our way of supporting not just NOFC and the important services they bring to our city, but our customers who are still rebuilding their lives and who are in need of basic services in their own neighborhood."



Rod West, president and CEO of Entergy New Orleans, Inc., right; Anne Sobol, treasurer, New Orleans Food Cooperative, center; and at-large councilmember Jackie Clarkson, left.

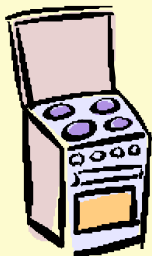
The grant will pay for development of a market study, feasibility studies, development of the financial pro forma and Board training in preparation for the food store's planned opening in 2009. The store will occupy a 5,500 square foot section of the old furniture store. The 1922 structure will undergo a complete renovation to also house the Healing Center, which will include an organic food restaurant, yoga studios, gallery space and a street university.

Entergy Corporation's Open Grants Program focuses on improving communities as a whole and looks to improve opportunities in the areas of arts and culture, community improvement/enrichment and healthy families.

NOFC is currently seeking members and is halfway to reaching its goal of 300 founding memberships by May 1. For more information contact (504) 914-6936, email info@nolafoodcoop.org, or visit www.nolafoodcoop.org.

Energy Management Tip of the Month:

Choose the Right Baking Dish



Ceramic, glass and stainless steel cooking vessels conduct and retain heat better, therefore when baking with these type vessels, the oven setting can be lowered by 25 degrees.

Entergy Notes
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