

January 2009

Entergy New Orleans Dedicates \$2 Million to Power Up Energy Efficiency

Entergy New Orleans, Inc. is poised to take the lead in delivering solutions to local homeowners and businesses to lower their future energy usage. The company has launched a new \$2 million campaign to make more than 1,400 customer homes and businesses more energy efficient.

The program will be offered to customers on a first-come, first-served basis and details on how to apply will be available in April.

Scheduled to roll out later this quarter, the program will first focus on identifying and building a local infrastructure of energy efficiency industry professionals to assist customers in their conservation efforts. When the infrastructure is in place, the program will be open to all customers that want to invest in energy efficiency upgrades to their homes or businesses on a first-come, first-served basis.

The initiative also includes incentives for residential builders to construct new energy efficient homes and incentives for homeowners who qualify as low income.

“Entergy New Orleans will work to assist as many people as possible by using proven programs that will begin the process of transforming the market. For all intents and purposes, this program will hit the ground running,” said Rod West, president and chief executive officer of Entergy New Orleans, Inc.

The program’s efforts will be measured with nationally accepted, pre-determined, validated estimates of energy and peak demand savings attributable to energy efficiency measures called “deemed savings.”

After evaluating proposals from firms nationwide, Entergy New Orleans selected CLEAResult Consulting of Austin, Texas, to manage the program. The company will employ local energy efficiency experts, builders and contractors, including graduates from the Delgado Community College energy efficiency classes.

CLEAResult was selected for expertise in managing effective energy efficiency programs in Texas and Arkansas. The company’s local program manager, Jerrel Gustafson, has more than 20 years experience designing, marketing and implementing energy efficiency programs for Austin Energy.

This initiative is the second phase of a campaign announced at this time last year that dedicated \$500,000 to energy efficiency education and building a local “green” workforce in New Orleans. The overall effort was part of the decision announced by Entergy New Orleans in January 2008 to return \$13.1 million to benefit customer because the city’s growth outpaced the company’s projections.

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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Red/Green Enhancements to "View Outages" Show Power Line Status

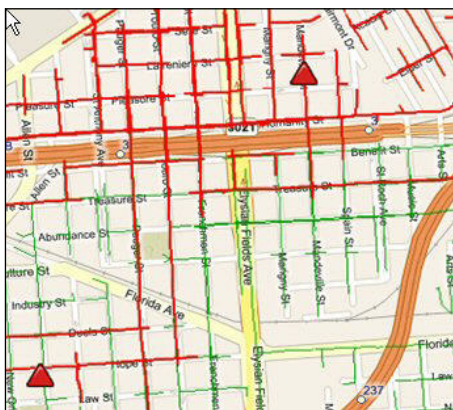
The holidays may be over, but traditional colors of red and green have new meaning to Entergy utility company customers. In December, the company enhanced its View Outages Web site to show street-by-street where power is on or off.

Entergy's new outage reporting capability is leading-edge among electric utilities. Most show outages as general shaded areas, as did Entergy's older system.

View Outages can be found at www.entergy.com. Customers choose the utility company where they live and are taken to a map showing the power status for the area.

Green lines show power is on at the street; red lines show power is off at the street. Customers may zoom in to a street level view to see the power status where they live or work, or perhaps where their children attend school.

The red/green outage restoration maps were well-received with media and the public during hurricanes Katrina and Rita, and again during hurricanes Gustav and Ike. But they did not show street names.



This new capability shows customers exactly where power is available. But conditions or damage at their location may prevent customers from receiving power, even though the map shows it is available on their street.

The View Outages enhancement complements Entergy's My Account Online. Through My Account Online, customers may view and print their Entergy bills, see their billing history, sign up for automatic monthly payments or help the environment by receiving Entergy bills by e-mail and stopping paper bills.

Now That's Service



Whether you need to pay a bill, sign up for a bill payment plan, speak with a customer service representative or transfer service, stop by one of our conveniently-located Customer Care Centers:

Eastbank Customer Care Center

3400 Canal Street
New Orleans, La.
Mon-Fri (8:30 a.m.-5:30 p.m.)

Algiers Customer Care Center

4021 Behrman Highway, Suite J
River Commons Shopping Center
New Orleans, La.
Mon-Fri (8:30 a.m.-5:30 p.m.)

Energy Management Tip of the Month

Process These Savings

With the proliferation of home computers and their peripherals like printers, scanners and large color monitors, let's take a look at the impact they can have on your utility bill.



If a computer set-up uses 300 watts for four hours per day, at \$.10 per kWh, that's about \$45 annually or approximately \$4 dollars a month. If you are not likely to limit your time on the computer to save on your electric bills, you might think twice about leaving it on 24 hours a day. That would be six times more usage, and cost you about \$270 per year.

Visit www.entergy-neworleans.com for more money-saving tips.

Our Commitment to Bettering the Lives of Others

Entergy is committed to working in the New Orleans community to make a difference in the lives of our customers. In 2008, the company contributed \$4.5 million in grants to 231 organizations that are involved in expanding affordable housing, improving education, healthcare, the arts and the environment, and fostering economic development in the Crescent City.

Employees are also doing their part to improve the community on all of these fronts. Over the past 12 months, more than 766 volunteer hours for community service were logged by Entergy Corporation and Entergy New Orleans, Inc. employees, representing an additional \$14,400 contribution to New Orleans nonprofit agencies.



They've dedicated many resources to support local schools by serving as mentors, giving energy efficiency presentations, volunteering for career days and other events. Employees also participated in community events, such as the American Heart Association Heart Walk, Night Out Against Crime and Beat the Heat workshops for senior citizens, as well as university and neighborhood fairs.

We're reaching out to help all members of the community. Many of our New Orleans customers, who are elderly, disabled and have low incomes, receive bill pay assistance each year through Entergy's Power to Care program, formerly called Helping Hands, thanks to the contributions of employees, customers and shareholders. In 2007, Power to Care helped 921 New Orleans customers with \$308,000 in assistance. The tally on 2008 contributions is expected to exceed this amount.

Entergy has also long advocated full funding of the Low Income Home Energy Assistance Program, another source of financial assistance for residents to pay their electric bills. Last year, Louisiana received a record allocation of \$61.5 million, a 213 percent increase over 2007 funding, for local agencies to distribute to customers. And, Entergy New Orleans kicked off a multi-lingual LIHEAP campaign in New Orleans to expand awareness of how customers can apply for these funds.

Entergy is dedicated to being a good corporate citizen as we work to support community needs and improve the quality of life in New Orleans.

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



Oysters Parmesan

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|--------------------------------|-----------------------------|
| 1 large onion, minced | 1 pint oysters and liquid |
| 5 cloves garlic, minced | 1 ¼ C seasoned bread crumbs |
| ½ C olive oil | ¼ C grated Parmesan cheese |
| 4 strips crisp bacon, crumbled | |

Sauté onion and garlic in olive oil until slightly brown; add oysters and cook until the edges curl. Remove from heat; stir in bread crumbs, cheese, oyster liquid and bacon. Mix well. The mixture should be of a very moist consistency, similar to stuffing. If too dry, add water to the mixture. Bake in individual greased casseroles in 350° F. oven for 30 minutes. Yield: 4 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.*

Louisiana Students Score High Among Entergy Priorities

Thanks in part to the Entergy Charitable Foundation, Louisiana students are benefiting from an effort by Teach for America to change the future of this region through education. The foundation's recent \$350,000 grant to the organization is the largest local contribution to the project, which recruits, trains and supports outstanding recent college graduates who have committed to teach for at least two years in schools in Greater New Orleans and south Louisiana.

Melonie Hall, director of customer service, Entergy New Orleans, Inc., and Steven Scheurich, vice president of customer service and C&I accounts, Entergy Louisiana, LLC and Entergy Gulf States, L.L.C., presented a check to the organization last month during a ceremony at Akili Academy, a new charter school in Orleans Parish.

"This grant is a gift not only to Teach For America-Greater New Orleans, it is a gift to the students in our state who will benefit from the important work the organization provides," said Hall. "Entergy is supporting an organization that contributes to the overall success of the child, because we realize that today's child is the leader of tomorrow."

"We are proud to support those who have chosen to affect the lives of our children in a positive way," said Scheurich. "This is a long-term investment in education and in our future because Teach For America teachers are known to become lifelong leaders in pursuing educational equality."

With Entergy's support, Teach for America corps members are reaching one in four public school students in the region. This year in Greater New Orleans, nearly 350 Teach For America corps members are teaching more than 20,000 students in low-income communities in Jefferson, Orleans, St. Bernard and St. John the Baptist parishes. And in south Louisiana, nearly 90 corps members are teaching in East Baton Rouge, East Feliciana, Pointe Coupee, St. Helena and St. Landry parishes.

The program has a proven track record for success, as indicated by a recent study sponsored by the Louisiana Board of Regents. The study underscored the effectiveness of participants in the Louisiana Practitioner Teacher Program—the vast majority of whom are Teach For America corps members in the core content areas of math, reading and language arts.

Entergy's support of Teach For America in Louisiana started in 2002, with this year's gift marking its largest contribution to date.

"As we expand our presence in New Orleans and continue working to ensure that all of the city's students have the opportunity to attain an excellent education, we are so grateful for Entergy's support of our efforts and its commitment to public education in our city and state," said Kira Orange Jones, executive director, Teach For America-Greater New Orleans.



Pictured left to right: Melonie Hall, director of customer service, Entergy New Orleans, Inc.; Joe Aluise, board president, Teach For America-Greater New Orleans; Kira Orange Jones, executive director, Teach For America-Greater New Orleans; and Steven Scheurich, vice president of customer service and C&I accounts, Entergy Louisiana, LLC and Entergy Gulf States, L.L.C.

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