



Rice Named President and CEO of Entergy New Orleans



Entergy Corp. announced on June 7 that Charles Rice was named president and chief executive officer of Entergy New Orleans, Inc., the

electric and gas utility that serves the City of New Orleans. He replaces Rod West, who was promoted to chief administrative officer for Entergy Corp.

"Rice's breadth of experience both in city government, and in the private sector at Entergy and two highly regarded law firms, have provided Charles with the critical knowledge and skills required to take over the top role at Entergy New Orleans," said Wayne Leonard, chairman and chief executive officer of Entergy Corporation. "Charles is a natural leader. He has a strong personality who leads by example

and is known for his affability and calm and reason under stress. I am confident the customers and employees of Entergy New Orleans are in good hands."

Rice joined Entergy in 2000 where he served as senior counsel in the litigation group and later as the manager of labor relations litigations support.

Between 2002 and 2005, Rice was recruited into city government as the city attorney and later took the critical role of chief administrative officer for the City of New Orleans. In 2005, Rice was recruited back to private practice as partner at the law firm of Barrasso, Usdin, Kupperman, Freeman & Sarver, L.L.C. following which he returned to Entergy as director of regulatory affairs for Entergy New Orleans in January 2010.

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Entergy Files to Reduce Electric Rates, Again

Good news for customers. For the second time in as many years, Entergy New Orleans, Inc. is asking the New Orleans City Council for permission to reduce electric base rates – this time by \$12.8 million.

The filing would mean a total monthly price reduction of approximately \$3.72 for typical electric customers using 1,000 kWh per month. Therefore, a typical electric customer bill for the month of May would shrink to under \$100 – or from \$103.58 to \$99.86.

This filing makes for the second electric rate decrease in two years. Beginning in last June, Entergy New Orleans customers received electric bills that reflected a \$35 million total electric rate decrease, reducing a typical customer's monthly bill by a total of \$6.40.

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Community Partnership Grants Awarded



During its annual Community Partnership Grants program on May

24, Entergy New Orleans, Inc. awarded several local non-profit organizations a total of \$15,000. The company's charitable contributions to the local community total nearly \$700,000 since 2008 - demonstrating that despite lean economic times, Entergy New Orleans remains committed to providing financial assistance to programs that positively impact New Orleans.

Entergy New Orleans handed out 20 grants to non-profit organizations and programs that will benefit families, schools, youth and the elderly in the areas of education, health, arts and community involvement. Non-profits are encouraged to submit a grant proposal, stating their need and a team with representatives from the New Orleans community and from Entergy reviews the proposals and selects the recipients.

For more information about Entergy grants, visit the website entergy-neworleans.com.

Recipe of the Month

from Entergy's "Woodstoves to Microwaves" Cookbook

JALAPENO CORNBREAD

3 cups cornbread mix
2 1/2 cups milk
1/2 cup salad oil
3 eggs, beaten
1 large onion, grated
2 tablespoons sugar
1 cup cream-style corn
1/2 cup very finely chopped
Jalapeno peppers, remove seeds
1 1/2 cups grated sharp grated
cheese
1/2 clove garlic, pureed
1/4 cup chopped pimiento

In a mixing bowl, combine cornbread mix and milk. Add other ingredients in order given. Bake in a large, greased iron skillet in a 375°F oven for 35 to 40 minutes. Or use three greased 8-inch square pans and bake in a 400°F oven for about 35 minutes. This freezes well and is excellent served with vegetables.

**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.*

RICE - continued

He recently helped marshal the company's second electric rate decrease in two years, a feat that no investor-owned utility in the nation has accomplished in recent years.

Rice is a graduate of Howard University and earned his juris doctorate from the Loyola School of Law. After graduating from Howard University, he was commissioned as a

second lieutenant in the United States Army and served as a military intelligence officer with the 101st Airborne Division (Air Assault) at Fort Campbell, Ky. In the Army, he earned the Airborne Badge, Air Assault badge, the Army Commendation and the Army Achievement Medals.

Rice began his new role as CEO of Entergy New Orleans on June 14.

RATES - continued

The 2010 electric rate reduction is due in part to a 9 percent sales growth increase over the two past years. The company believes the sales growth may be in part a result of an increase in customers since the company filed its last rate case July 31, 2008. Since that time the company's electric customer count grew from 141,000 to approximately 150,000 today.

"At a time when the people in our region face extreme difficulties, Entergy New Orleans is pleased that our work with the City Council set up a rate review process that allows us to pass savings on to our customers in a timely fashion," said Charles

Rice, president and chief executive officer of Entergy New Orleans.

The company also proposes a modest \$2.3 million gas rate adjustment that would help the company meet its cost of providing gas service and maintaining a gas system that has about 65 percent of its pre-Katrina customers. The proposal means a typical combination electric/gas customer will experience a total decrease of \$1.75 on the total bill for 1,000 kWh of electricity and 50 ccf of gas usage.

Entergy Gets Nod to Offer 'Smart Meters'

The New Orleans City Council approved a pilot project aimed at helping low income customers better manage their electric bills. Thanks to a \$5 million stimulus grant from the U.S. Department of Energy awarded to Entergy New Orleans, Inc., the project will place smart meters in residences of low income customers in the city.

The smart meters, also known as Advanced Meter Infrastructure or AMI, provide customers with near real-time energy usage information in the convenience of their homes, thus offering customers an opportunity to make decisions about energy consumption and possibly adjust lifestyles to help conserve energy.

"This technology puts valuable information into the hands of our customers, so they can personally manage their electric usage and hopefully help to reduce energy bills," said Charles Rice, president and chief executive officer of Entergy New Orleans, Inc. "We're proud that the first order of business for the City's new utility committee is the introduction of next generation technology that will benefit our customers."

Entergy New Orleans is working to finalize the details on the customer criteria and enrollment process and is targeting program deployment in late fall.

