

ENTERGY NEW ORLEANS, INC.
ELECTRIC SERVICE

SCHEDULE EPTR

Effective: June 1, 2011
Filed: December 15, 2010
Supersedes: New Schedule
Schedule Consists of: One Sheet

EXPERIMENTAL PEAK TIME REBATE

I. AVAILABILITY

At all points throughout the territory served by the Company where facilities of adequate capacity and suitable phase and voltage are adjacent to the premises to be served, and service is taken according to the Service Standards and Service Regulations of the Company. Where facilities of adequate capacity and suitable phase and voltage are not adjacent to the premises to be served, Company may, at its option, require a contribution, higher minimum bill, facilities charge, or other compensation to make service available.

II. APPLICATION

This experimental schedule is applicable under the regular terms and conditions of the Company on a voluntary basis to qualifying customers selected for participation in a pilot testing the capabilities of certain advanced metering technology. Selection for participation in this pilot will be at the sole discretion of the Company, and will be in accordance with the criteria established by the Company in CNO Docket UD-10-01.

Qualifying customers must be located within the territory served by the Company who are eligible for service under Schedule RES-23. In addition, participating customers must agree to participate in Company focus groups or complete questionnaires regarding their experience with the pilot program.

This pilot is projected to be in effect during the billing months of June 2011 through December 2012. Customers participating in this pilot program will receive a \$25.00 credit on either their June 2011 or July 2011 bill. Participants remaining in the pilot for its duration and who complete a survey at the end of the program will receive an additional \$25.00 bill credit at that time.

Service hereunder is subject to the availability of approved metering equipment for this type of service and is for the exclusive use of the Customer occupying a single family dwelling unit and shall not be resold or shared with others except that in buildings containing more than one single family dwelling unit Customer may furnish service to its tenants if no specific charge is made therefore. Where a Customer has more than one meter, each meter will be billed separately.

III. NET MONTHLY BILL

Rate:

A bill credit of \$0.23821 per kWh will be paid for each kWh of actual reduction in consumption during the Peak Time Rebate (PTR) event period during the billing months of June 2011 through September 2011. The actual reduction in consumption will be measured using Customer-specific Usage Levels (CUL). If no PTR events are called or the actual reduction in consumption is less than or equal to zero no bill credit will be given.

All kWh consumed will be billed as per Schedule RES-23. Customers are subject to the applicable Schedule RES-23 Customer Charge, Minimum Bill and Adjustments. This bill credit will not be applied to minimum bills, customer charges, or facilities charges. No credit balance created by application of this \$0.23821 per kWh credit will be carried forward to the following month.

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IV. PAYMENT

The Net Monthly Bill is due and payable each month. The Gross Monthly Bill, which is the Net Monthly Bill plus 5%, becomes due after the Gross Due Date shown on the bill, which shall not be less than twenty (20) days from the date of billing.

V. DEFINITIONS

Peak Time Rebate event period: The PTR event period, as initiated by the Company, will be from 1:00 p.m. to 6:00 p.m. on non-holiday weekdays.

Customer-specific Usage Level: The CUL is the customer-specific, average total consumption for the hours of 1:00 p.m. to 6:00 p.m. from the two non-holiday weekdays immediately preceding the PTR event period and the two non-holiday weekdays immediately following the PTR event period excluding other PTR event days.

Actual consumption reduction: The actual consumption reduction is the difference between the customer's total usage during the PTR event period and the CUL for the same event period.

Event Notification/Communication: The Company will notify the customers of an upcoming PTR event by mass media, email, and will post notifications on the Company's website. Other methods may be offered as they become available. The Company does not guarantee the reliability of the mass media announcements, internet site or email system used for such communications.

Event Cancellation: The Company will not cancel a PTR event once the event has been initiated.

Multiple Program Participation: Under no circumstances will a customer participating in other demand response programs receive more than one incentive payment for the same interrupted/curtailed load.

VI. SERVICE PERIOD

The per kWh credit for each kWh of actual reduction in consumption during the Peak Time Rebate (PTR) event period applies only to service for the billing months of June 2011 through September 2011.

VII. Company Recognized Holidays

For purposes of this rider, recognized holidays that affect this rate schedule are Independence Day and Labor Day.