

Stronger, Together

*Some can give.
Some can mentor.
Some can convince others of the importance of our cause.
Our strengths and abilities may be different,
but we can all lend a hand to help others
pursue their American dreams.*



Committed to Strength

A message from Leo P. Denault, Entergy Corp. chairman and chief executive officer

When I accepted responsibility to lead our great company, many people asked me, "So what changes can we expect?" It's an understandable question and one to which I chose to respond to by stating what isn't going to change.

This is especially true of our low-income customer assistance initiative. It is part of our corporate DNA—an integral part of what gives our company its strength.

Yet we must today evolve the program to respond to the challenges we share with our customers. We must improve our performance in the areas that make the biggest differences in the lives of our needy customers.

We can only become stronger by working more closely together.

Our commitment stems from community service and our support for those so often marginalized in society. Entergy has a tremendous commitment to corporate social responsibility.

"Our work to help people in poverty or facing daunting life situations is unwavering."

—STRONGER, TOGETHER ▶ Leo P. Denault



What began as a company initiative to craft innovative payment plans, billing options and initiatives to help our low-income customers pay their bills, took root throughout our service areas growing into a successful advocacy effort to eradicate the causes of poverty. The initiative involves collaborations between employees, community groups, elected officials, advocates and customers. Together, we are tackling serious issues facing some of the most poverty-stricken areas of our country.

Our impassioned efforts are made possible by contributions of energy, time and money that run from team members right up to Entergy's board of directors. We depend as well upon the dedication of nonprofit and faith-based communities who work as low-income customer champions to support and involve our customers.

Entergy's low-income customer assistance initiative reinvests in the communities we serve and enhances the vitality and quality

of life in those areas that are fundamentally responsible for our success.

While our efforts have made a positive difference, we also recognize that the ranks of the at-risk and working poor are growing, along with their hardships. It is essential that we work even harder with our allies to give a voice to those too often overlooked.

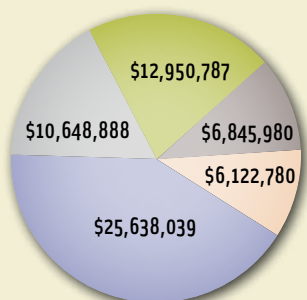
We exist to operate a world-class energy business that creates sustainable value for our key stakeholders—customers, communities, owners and employees. That will not change.

Our work to help people in poverty or facing daunting life situations is unwavering. It's not just good business; it's the right thing to do.

It's who we are.

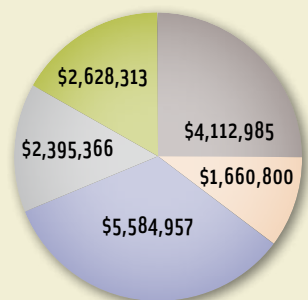
Program Outreach Impact

System Total = \$62,206,475



Charitable Contributions Impact

System Total = \$20,338,985



■ New Orleans ■ Texas ■ Louisiana ■ Mississippi ■ Arkansas

Employee commitment to Entergy's low-income customers was one of the hallmarks of the 2012 program. It included:

- Distribution of over 186,000 energy-savings materials, such as the weatherization kit shown on the cover page.
- Over 85,000 volunteer hours, valued at \$1.8 million.
- \$187,000 in donations to The Power to Care.
- \$2.1 million to the United Way.
- Over \$500,000 in employee donations to educational institutions.

Low-Income Customer Assistance Initiative

Results 2012

	System*	New Orleans	Texas	Louisiana	Mississippi	Arkansas
	2012	2012	2012	2012	2012	2012
Improve the flow of assistance funds from all sources						
LIHEAP assistance revenues	\$42,970,556	\$3,215,489	\$4,875,266	\$17,769,931	\$5,785,154	\$11,324,715
Customer bills paid	213,677	10,700	35,565	60,861	35,769	70,782
The Power to Care Total Contributions	\$2,791,922	\$158,357	\$511,328	\$1,037,373	\$433,340	\$628,659
Customer contributions	\$1,390,091	\$67,551	\$289,483	\$526,944	\$219,889	\$286,223
Employee/retiree contributions	\$187,466	\$21,763	\$20,923	\$63,687	\$30,550	\$44,602
Shareholder contributions	\$1,214,365	\$69,042	\$200,922	\$446,742	\$182,901	\$297,834
Move low-income customers to self-sufficiency						
EITC refunds at sponsored VITA sites	\$19,235,919	\$3,630,491	\$1,247,514	\$7,868,108	\$4,863,734	\$1,626,072
EITC returns filed	14,556	1,937	1,069	7,085	2,317	2,148
EITC customers contacted	336,730	-	-	149,336	70,866	112,296
Provide customers with tools to manage their bills						
Literature requests fulfilled	50,028	801	8,900	5,867	4,113	29,607
Energy efficiency materials distributed	177,825	79,827	1,100	2,429	752	94,269
Homes weatherized	9,067	-	6,342	324	142	2,259
Total Community Benefit						
Total Customer Outreach	236,920	80,628	16,342	8,620	5,007	126,135
Total Outreach Impact	\$62,206,475	\$6,845,980	\$6,122,780	\$25,638,039	\$10,648,888	\$12,950,787
Charitable Contributions						
United Way shareholder match	\$2,136,524	\$485,598	\$218,877	\$498,024	\$309,460	\$335,474
Entergy Charitable Foundation grants	\$2,956,563	\$823,237	\$163,650	\$1,102,500	\$299,816	\$168,200
Other grants	\$10,972,248	\$2,083,216	\$798,155	\$2,992,467	\$1,251,434	\$1,298,094
Volunteerism						
Community Connector grants	\$249,250	\$22,250	\$25,250	\$59,500	\$31,250	\$58,500
Value of volunteer service (\$22.14 per hour)	\$1,887,878	\$213,086	\$235,991	\$434,442	\$193,946	\$432,571
Total Community Benefit						
Charitable Contributions/Grants Total	\$18,202,461	\$3,627,387	\$1,441,923	\$5,086,993	\$2,085,906	\$2,292,839
Employee Donations to United Way	\$2,136,524	\$485,598	\$218,877	\$498,024	\$309,460	\$335,474
Total Impact						
	\$82,545,460	10,958,965	\$7,783,580	\$31,222,996	\$13,044,254	\$15,579,100

* System Totals include Entergy Nuclear Northeast

Entergy's Commitments to Our Customers

Improve flow of assistance funds to needy customers from all sources.

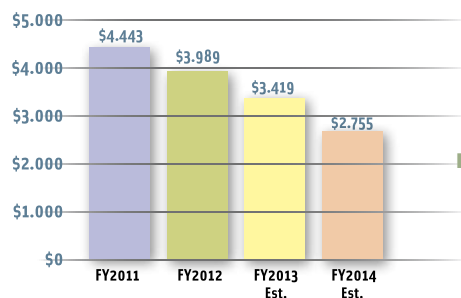
■ Sustain funding to the Low Income Home Energy Assistance Program.

The federal Low Income Home Energy Assistance Program (LIHEAP) helps thousands of households within the four states in which Entergy provides utility service. Although this help is significant, LIHEAP's contribution pales relative to the unmet need within our states.

LIHEAP funding is sufficient to serve one in five qualifying U.S. households. Within Entergy's service areas, only Arkansas matches that ratio. Texas's funding is sufficient to serve just one in 15.

U.S. LIHEAP Base Grant Appropriations

In billions of dollars



Washington is cutting budgets. As a result, LIHEAP has dropped 35 percent from \$5.1 billion in 2010 to \$3.3 billion today. The president's new budget requests just \$3 billion.

Entergy is respectfully asking Congress to send LIHEAP at least \$4.7 billion next year. Contact your local Entergy low-income champion to see how you can make your voice heard (*see back cover*).

■ Raise more contributions for The Power to Care customer assistance fund (CAF).

In light of decreases in LIHEAP, other means must be found to assist seniors and disabled customers on fixed incomes. Entergy employees are facing this challenge with an aggressive campaign to more than double their contributions. Our goal is to increase employee giving from \$200,000 to \$500,000, which will then be matched one-to-one by shareholders, resulting in a \$600,000 increase in valuable assistance funds.

Work to help move customers to self-sufficiency.

■ Increase Earned Income Tax Credit (EITC) returns by Entergy customers.

Entergy continues our four-state campaign to promote Volunteers in Tax Assistance (VITA) sites and provide volunteer training and participation opportunities for employees. According to the IRS there are still thousands of qualified families in our service area who do not apply for these funds that are rightfully theirs.

Provide customers with tools to help manage their bills.

■ Engage and mobilize advocates in our work while educating customers about resources available.

Entergy constantly seeks new communications channels to inform customers and advocates

about vital issues. This year, the company is implementing revamped online resources to assist both low-income families and the social agencies serving them. Entergy operating companies continue the distribution of weatherization kits and participate in volunteer activities to help low-income customers lower their utility bills.

"America's Best Anti-Poverty Program"

Yet thousands of workers miss this important economic boost.

The Earned Income Tax Credit is the nation's largest poverty reduction program. Nationally, between 15% and 25% of households entitled to the EITC are known not to claim it. This means that within Entergy's service states, almost one million households who deserve this financial boost do not receive it. With an average return of almost \$3,000 per family, the IRS estimates a value almost double that figure for the overall economic benefit to struggling workers. (*See below.*)

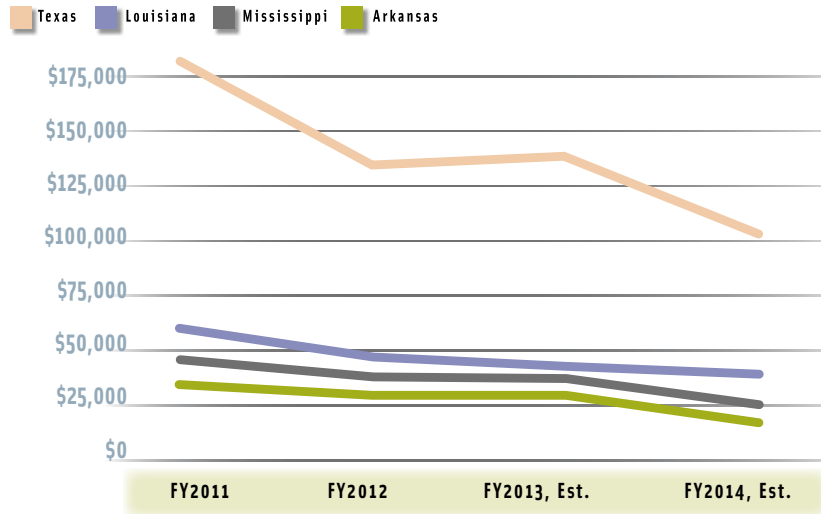
Energy research revealed that many people were not aware of the program or understand its purpose—so we set out to remedy the problem. Through advertising, bill inserts and posters in high visibility areas, we promoted free tax service as part of the IRS Volunteer Income Tax Assistance (VITA) program.

As a result, more than 14,500 Entergy customers received \$19 million in refunds at these Entergy-sponsored sites, an increase of 32% over 2011. Entergy has been so successful that the Internal Revenue Service has recognized the company for their EITC efforts for the past three years. Our commitment to EITC will continue, as so many families continue to miss this vital benefit.

State	2012 Value of Unclaimed EITC Credits (IRS Estimate)
Arkansas	\$189,777,827
Louisiana	\$347,320,409
Mississippi	\$271,518,039
Texas	\$1,713,827,883

FY14 LIHEAP Base Grant Reductions

Under the President's Budget Request (in Thousands)



National funding for LIHEAP has dropped by more than a third from its 2009 and 2010 levels of \$5.1 billion annually to just \$3.3 billion today. LIHEAP can now only assist about eight million U.S. households. This amounts to roughly 20 percent of those who qualify for this crucial short-term assistance and generally even smaller percentages in the states Entergy serves. Compounding this challenge, LIHEAP's primary allocation formula directs a higher percentage of funding to heating costs.

This means even fewer households are reached in hot-weather states, even though this is where most impoverished Americans live.

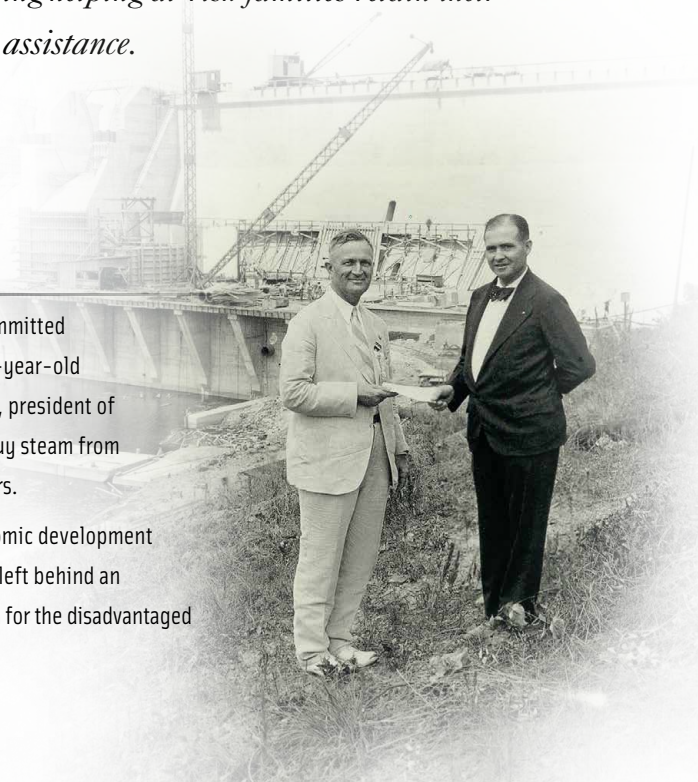
LIHEAP households spend a larger percentage of their income on energy than others do, making their "energy burden" higher than for average-income households. Today, 44 percent of U.S. households have almost no savings for job loss, medical care or other emergencies. If sufficiently funded, LIHEAP can offer a brief lifesaving bridge over tough times including helping at-risk families retain their homes and avoid the need for other forms of government assistance.

100 Years of Service



In 2013, Entergy celebrates 100 years of entrepreneurial spirit and committed electrical service. Entergy's story began Nov. 13, 1913, when 36-year-old Arkansas industrialist Harvey C. Couch approached H.H. Foster, president of the Arkansas Land and Lumber Company, with a proposal to buy steam from the plant's boiler system to power two 550-kilowatt generators.

Since then, Entergy has continued Couch's keen sense of economic development and now ranks among the largest U.S. utility companies. Couch also left behind an enduring legacy that continues to this day: a clear understanding that human concern for the disadvantaged must be a vital part of every process, plan and program of the company.



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Get More Information on Ways We Can Work Together

Advocate Power: Visit entergy.com/AdvocatePower to access Entergy's online gateway for news and information about programs to assist needy families in our service area. Sign up today at advocatepowerregister.com to get email updates and information vital to helping your clients and neighbors.

Research and Information: More details about Entergy's low-income programs can be accessed at entergy.com.

We can help with a variety of tools and information you will find on the site includes research reports on topics vital to policy makers, information on Entergy programs to help customers manage their utility bills, energy-saving tips and conservation measures plus details on hardship protections.

