

ENTERGY CORPORATION PRESENTS

# UNLOCKING VALUE

**EXTENDED INDEFINITELY!**

IN ENVIRONMENTAL, SOCIAL AND ECONOMIC PERFORMANCE  
**THEATERS EVERYWHERE**

2  
2007  
SUSTAINABILITY  
REPORT



## Profile of Reporting Organization

Entergy Corporation (NYSE: ETR)  
639 Loyola Avenue  
New Orleans, LA 70113  
504-576-4000  
entergy.com

## Publicly Available Reporting

### Annual Reports to Shareholders, Proxy Statements

[entergy.com/investor\\_relations/annual\\_publications.aspx](http://entergy.com/investor_relations/annual_publications.aspx)

### Investor Guides

[entergy.com/investor\\_relations/annual\\_publications.aspx](http://entergy.com/investor_relations/annual_publications.aspx)

### Greenhouse Gas Progress Reports

[entergy.com/our\\_community/environmental\\_reports.aspx](http://entergy.com/our_community/environmental_reports.aspx)

### Contributions and Other Social Responsibility Initiatives

[entergy.com/our\\_community](http://entergy.com/our_community)

### Low-Income Initiative

[entergy.com/our\\_community/low\\_income.aspx](http://entergy.com/our_community/low_income.aspx)

### The Most Important Customer

[www.eei.org/magazine/editorial\\_content/nonav\\_stories/2002-09-01-customer.htm](http://www.eei.org/magazine/editorial_content/nonav_stories/2002-09-01-customer.htm)

### On the Brink: The Home Energy Affordability Gap

[entergy-neworleans.com/global/our\\_community/advocate/GAP.pdf](http://entergy-neworleans.com/global/our_community/advocate/GAP.pdf)

### The Economic Development Impact of Home Energy Assistance

[entergy-neworleans.com/global/our\\_community/advocate/colton\\_assistance.pdf](http://entergy-neworleans.com/global/our_community/advocate/colton_assistance.pdf)

### The Economics of Education – Public Benefits of High-Quality

Preschool Education for Low-Income Children

[entergy-neworleans.com/global/our\\_community/advocate/education\\_book.pdf](http://entergy-neworleans.com/global/our_community/advocate/education_book.pdf)

### Sustainability Reports

[entergy.com/our\\_community/environment.aspx](http://entergy.com/our_community/environment.aspx)

### Global Sullivan Principles

[www.thesullivanfoundation.org/gsp](http://www.thesullivanfoundation.org/gsp)

## COMPANY PROFILE

Entergy Corporation is an integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, and it is the second-largest nuclear generator in the United States. Entergy delivers electricity to 2.7 million utility customers in Arkansas, Louisiana, Mississippi and Texas. Entergy has annual revenues of more than \$11 billion and approximately 14,300 employees.

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*Entergy Sustainability*

## UNLOCKING VALUE

*We continually seek to create value in our businesses and it is our job to unlock that value for the benefit of our shareholders, customers, employees and communities. We strive to deliver industry-leading value along multiple dimensions to multiple stakeholders in ways that are sustainable.*

**W**e believe that the long-term success of our company depends on our ability to ensure our employees' safety, meet our customers' expectations, deliver superior returns to our shareholders, conserve and protect our environment and contribute to a healthy, educated and productive society. It takes steady progress along every dimension to generate lasting growth and value. We contend that it is not only possible to be a leader in financial,

operational and societal performance; it is our responsibility to do so.

In our 2007 sustainability report, we present highlights of our corporate sustainability efforts in the areas of safety, environmental performance, social responsibility and shareholder returns. We believe the actions described in these pages demonstrate convincingly that we, as a company, are committed fully to the principles of sustainable development.





## TO OUR STAKEHOLDERS

**A**re we having fun yet? To most people winning is fun. As they say, it beats losing. From the theme of this year's report, you could properly conclude that we are having fun. In part, we are having fun because we are "winning" on things that not only make a difference today, but also on things that set the foundation for the future of this company. We are winning in battles that we have been fighting for a long time; winning on things that matter to each of you, such as:

- Delivering the *highest total shareholder return* in our industry, 414.3 percent from Dec. 31, 1998, to Dec. 31, 2007, compared to 134.1 percent for the Philadelphia Utility Index over the same period. In 2007, we delivered total shareholder return of 32.5 percent, once again ranking in the top quartile of our peer group.
- Creating the *safest possible work environment* as evidenced by lowering our Lost Work Day Incident Rate to 0.22 in 2007, our best year ever, from 1.08 in 1998. While this is still short of our goal, an accident-free work environment, clearly we can see measurable progress every year.
- Keeping the *prices* our customers pay as low as practical. Our residential utility customers have essentially seen *no increase* in base rates for nine years. Average residential base rates in 1998 were 4.90 cents per kWh compared to 4.97 cents per kWh in 2007. When adjusted for inflation, our customers experienced a real decrease in base rates over the past nine-year period.
- Providing the *best possible service* when it matters most. Obviously, in 2005 with hurricanes Katrina and Rita we proved we could write the book on emergency response. But that was no surprise. We have received the Edison Electric Institute Emergency Storm Response Award or Emergency Assistance Award every year for 10 consecutive years, the only company to be honored each year since the awards were created. For 2007, we received the EEI Emergency Assistance Award for the work of our dedicated employees in helping to restore power in Oklahoma following an ice storm.

- Investing in *people*. We have invested \$35 million in grants for programs to break the cycle of poverty since we began our low-income customer assistance initiative in 1999. The program helps low-income families and individuals throughout the communities we serve. In 2007, Entergy received the U.S. Chamber of Commerce Award for Community Service and in early 2008, we were recognized for a third time with the EEI Advocacy Excellence Award for our low-income initiative.
- Backing up our environmental concerns with actions. On climate change, we have articulated a clear vision for change and made a second *voluntary* commitment to stabilize our own carbon dioxide emissions at 20 percent below year 2000 levels from 2006 to 2010. In 2007, for the *sixth consecutive year*, we were the only U.S. utility named to the Dow Jones Sustainability World Index in recognition of our sustainability efforts.

We are proud of our track record of accomplishment. But we don't believe in declaring victory every time we have a good year. Nor do we believe in giving in because we're outnumbered in our point of view, or giving up because the path to success is unclear.

### DEFINING OUR PRINCIPLES OF SUSTAINABLE DEVELOPMENT

We began on the path defined by the principles of sustainable development nine years ago. Our employees have worked diligently to understand and execute industry best practices in the areas of safety, environmental and social responsibility. In some cases, where at the time no best practices existed, we developed our own practices and commitments, and have set the standard.

Today, Entergy has in place comprehensive multiyear strategies to guide our actions and investments in the areas of safety, the environment, low-income initiatives, corporate giving and work force development. We continue to set the standard in creating a safe, secure work environment for our employees, advocating for our low-income customers and setting and meeting voluntary commitments to stabilize

*“We have in place comprehensive multi-year strategies to guide our actions and investments in the areas of safety, the environment, low-income initiatives, corporate giving and workforce development.”*

our greenhouse gas emissions. We also have a clear point of view on the principles that should guide the development of a smart carbon policy to address the climate change issue. We plan to aggressively communicate our point of view on climate change and carbon policy development in 2008.

I would remind you Entergy did not jump in front of the parade after climate change became “fashionable” or after stakeholder pressures were applied. More than six years ago, the Board of Directors directed the company to begin reducing emissions, not just talk about it. They have established principles for the climate change debate consistent with the economic realities and our company’s values.

For example, we are a large independent power generator, but our principles for climate change do not promote free emission allowances under a cap-and-trade program to power generators. We believe any free allowances should go only to the end-use customers. We also believe the bulk of research and development money should go to research for the retrofit of existing coal plants even though almost all of our generating plants are nuclear- and natural gas-fueled. And even given the fact that we have been voluntarily reducing our own emissions for years, we are not prepared to support any mandatory plan for those who have done little or nothing, and those who do not consider the potential devastating financial effects on the poor and middle class.

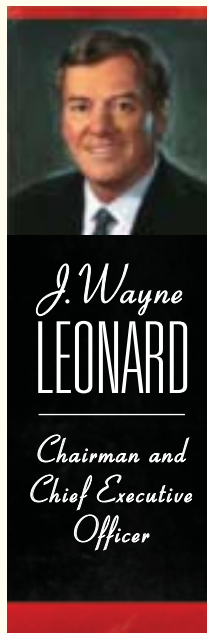
We recognize that it could be argued our principles are flawed. The company would be better off supporting free allowances for all generators based on output or not supporting research to “save” the existing competing coal plants. But that’s why they call them principles.

#### **EXECUTING A SOLID POINT OF VIEW**

I started by asking, “Are we having fun yet?” Admittedly, it wasn’t much “fun” seven years ago to answer questions on why we were

spending money to voluntarily reduce greenhouse gases before it was mainstream to even acknowledge climate change was real. It wasn’t much fun to hear the chuckles when we were buying nuclear plants when the conventional wisdom was that they were a liability. It wasn’t much fun when the combination of hurricanes Katrina and Rita wiped out 120,000 square miles of our system, including our corporate headquarters, putting hundreds of employees out of a place to work or live and thousands on the road day and night in the recovery effort. And we didn’t have answers to employee questions like, “When will we have a day off to check on our homes?” or “Will the company ever be able to return to our home city – New Orleans?” It wasn’t much fun when, despite our best efforts, our goal of zero accidents was too distant to see. And it wasn’t much fun 10 years ago when the stock price of the company remained in the \$20s as it had for decades.

Now, it is fun to see the results of years of effort and execution on a solid point of view. Despite the skepticism of others or our own frustrations at the slow progress in some areas over the years, we have always had fun. It’s fun because we love what we do and believe, in the long run, doing it well while doing the right thing makes a difference – a difference for owners, for employees and their families, for our communities and for future generations.



A handwritten signature in black ink that reads "J. Wayne Leonard".

**J. WAYNE LEONARD**

Chairman and Chief Executive Officer



## Our Aspirations, Points of View and Values

# STRIVING TO CREATE VALUE

In our 2006 report, we presented our five-year aspirations for 2006 through 2010. Our aspirations set the direction for what we hope to achieve as an organization. Underlying our aspirations is our belief in the principles of sustainability. We believe that the long-term success of our company depends on our ability to ensure our employees' safety, meet our customers' expectations, deliver superior returns to our shareholders, conserve and protect our environment and contribute to a healthy, educated and productive society. It takes steady progress along every dimension to generate lasting growth and value.

### 2007 PROGRESS AGAINST OUR ASPIRATIONS

We are pleased to report excellent progress against our aspirations in 2007. A summary of how we performed against key measures in each aspiration is detailed below.

**We aspire to continually deliver top-quartile total shareholder returns.** We delivered top-quartile shareholder returns again last year. In 2007, we also developed and announced plans to pursue a spin-off of our

non-utility nuclear assets, a significant opportunity for value realization for all our stakeholders.

**We aspire to provide clean, reliable and affordable power in our utility business.** We have held average residential base rates essentially flat since 1998. Our reliability performance continued to improve. We received 70 regulatory outage complaints in 2007, down from 81 in 2006 and 535 in 1998. Outage duration and outage frequency also improved in 2007. We made a second voluntary commitment to stabilize Entergy's CO<sub>2</sub> emissions at 20 percent below year 2000 levels from 2006 to 2010. We more than met our stabilization goal in 2006 and 2007.

**We aspire to operate safe, secure and vital nuclear resources in an environment that is both growing and carbon-constrained.** Our nuclear fleet delivered solid operational results in 2007, but there are opportunities for improvement. As good nuclear operators, we review our programs and procedures and seek input from industry experts. We will make the adjustments needed to perform in the future at levels consistent with our high standards.

## OUR ENVIRONMENTAL VISION STATEMENT

Adopted by our Board of Directors in 2002, our Environmental Vision Statement details our commitment to operate our business in ways that preserve and protect our environment. Along with our aspirations, the statement guides our business policies and decisions. The statement establishes the following commitments in the areas of sustainable development, performance excellence and environmental advocacy:

### Sustainable Development

We will:

- Develop and conduct our business in a responsible manner that is environmentally, socially and economically sustainable.
- Promote environmentally cleaner and more efficient generation, transmission, distribution and use of energy.
- Encourage employees to conduct their personal and corporate lives in such a way that the earth's environment is preserved for future generations.

### Performance Excellence

We will:

- Meet, but preferably exceed, environmental legal requirements, conforming to the spirit as well as the letter of the law.
- Understand, minimize and responsibly manage the environmental impacts and risks of our operations, setting goals that reflect continuous improvement.

- Be a good steward of the land that we own and the wildlife and natural resources that are in our care.
- Communicate our commitment to the policy internally and provide the resources, training and incentives to carry it out.
- Track and publicly report our environmental performance using best practice reporting guidelines.

### Environmental Advocacy

We will:

- Inform employees, customers, shareholders and the public on matters important to the environment.
- Maintain a constructive dialogue with government agencies and public officials, communities, environmental groups and other external organizations on environmental issues.
- Lead by example, demonstrating responsible environmental behavior everywhere we serve and supporting public policy that contributes to an ever-improving global and local environment.

**We aspire to break the cycle of poverty and contribute to a society that is healthy, educated and productive.** In 2007, we raised more than \$2.4 million in bill payment assistance funds for our customers. We also continued our advocacy efforts to increase funding for the federal Low-Income Home Energy Assistance Program and achieve more equitable distribution of those funds to the states we serve through our utilities.

## OUR POINTS OF VIEW

We develop specific points of view on key competitive, regulatory, financial, environmental and social issues. We use our points of view to develop clear strategies that support our aspirations and environmental vision. Our points of view are dynamic and enable us to adapt our strategies quickly and effectively to changing conditions. Here are our points of view on the issues of safety, diversity and inclusion, environmental protection and preservation and social responsibility.

### Safety

The safety of our employees and contractors is our absolute top priority. We believe that creating an accident-free work environment is the responsibility of every employee. We continue to develop the behaviors, systems and culture that we need to achieve zero accidents. We also continue our efforts to promote the safe use of electricity and gas by our customers.

### Diversity and Inclusion

We believe that a diverse and inclusive culture makes us collectively stronger. Entergy is committed to not only create and maintain, but also leverage and value the richness of a diverse work force so that every employee has an equal opportunity to contribute in significant ways within our organization. Our employees will be highly regarded for valuing others and promoting the right of every person to reach his or her full potential.

### Environmental Protection and Preservation

We believe that a healthy, protected environment is not free but rather requires positive action by individuals, industry and government. When actions like installing pollution-control equipment are taken, the costs are apparent. When positive actions are not taken and the environment suffers as a result, then costs accrue to innocent members of society and future generations.

Given our strong point of view on the environment, we strive to be the cleanest power generator in America – one that voluntarily limits our greenhouse gas emissions and conserves natural resources in as many ways as possible. We were the first U.S. utility to voluntarily commit to stabilize our emissions of greenhouse gases. We successfully met our first five-year stabilization commitment and in the first two years of our second commitment, we more than met our stabilization goal.

In addition, we are aggressive advocates of positive action on global climate change at all levels of government and within our communities. We participate in 10 organizations advocating equitable regulation of greenhouse gases in all industries. In our 2007 annual report, we

present principles that we believe should guide us – as a nation and as an industry – in the development of a carbon policy to address the climate change issue. We will continue to advocate for a smart carbon policy and other responsible policies in the future.

### Social Responsibility

We believe a healthy, productive and educated society – on both a local and global level – is vital to our own success as an organization. We also believe we have a moral responsibility as human beings to help others. We actively contribute to our communities through our corporate giving and the Entergy Charitable Foundation.

We believe it is our responsibility to work to break the cycle of poverty in the areas served by our utilities. We seek to improve the flow of public and private funds to our low-income customers. We seek to provide affordable energy and help customers better manage their energy usage. We also are providing funding, undertaking research and advocating legislation that addresses the underlying causes of poverty in order to help move families and individuals toward self-sufficiency.

### OUR VALUES

Our values and ethics guide our employees in their interactions with each other and all our stakeholders. Our values are to:

- Create and sustain a safe work environment
- Possess a winning spirit
- Focus on our customers
- Grow the business profitably
- Be active team players
- Treat people with respect
- Aggressively look for better ways
- Take actions to achieve results
- Above all, act with integrity

Our Code of Entegrity outlines the policies and ethical standards that our employees are expected to follow as they do business. The Code of Entegrity is available online at [entergy.com](http://entergy.com). We use an outside company to operate a toll-free Ethics Line 1-888-257-ETHIC to enable and encourage any individual to report easily and anonymously any violation of our Code of Entegrity.

Our aspirations, our points of view and values make it clear how we expect to identify, unlock and deliver value to our stakeholders. We strive to deliver industry-leading value along multiple dimensions to multiple stakeholders in ways that are sustainable. We believe that is our responsibility, and we are committed to fulfilling that responsibility consistently for years to come.





*Our Policies, Systems and Metrics*  
**UNLOCKING AND DELIVERING VALUE**

**W**hile we recognize that value exists in our businesses, our work force, our environment and our society, we could not unlock and deliver value without a comprehensive and integrated set of policies, systems and metrics. Our Safety, Health and Environmental policies and management system help integrate the principles of sustainable growth into the daily actions and decisions of our approximately 14,300 employees as they work to achieve our aspirations.

**OUR POLICIES: SETTING DIRECTION**

Our SH&E policies ensure that every employee considers the sustainability impact of his or her decisions and actions. Our policies are to:

- Conduct business in a responsible manner by promoting sustainable SH&E solutions that build value for our shareholders, minimize risk, ensure the safety and health of our employees and contractors, reduce environmental impacts from our operations and contribute to the social well-being of the communities we serve.
- Integrate SH&E management considerations into our strategic business planning and decision-making.
- Ensure that our business leaders are held accountable for SH&E performance.
- Meet or exceed applicable SH&E legal requirements, addressing the spirit as well as the letter of the law.
- Engage key stakeholders to anticipate emerging SH&E issues, respond to legitimate concerns and advocate development of sound corporate policy.
- Share best practices among Entergy business units to enhance performance and report publicly on our SH&E performance.

**OUR SYSTEMS AND METRICS: GUIDING DAILY ACTIONS**

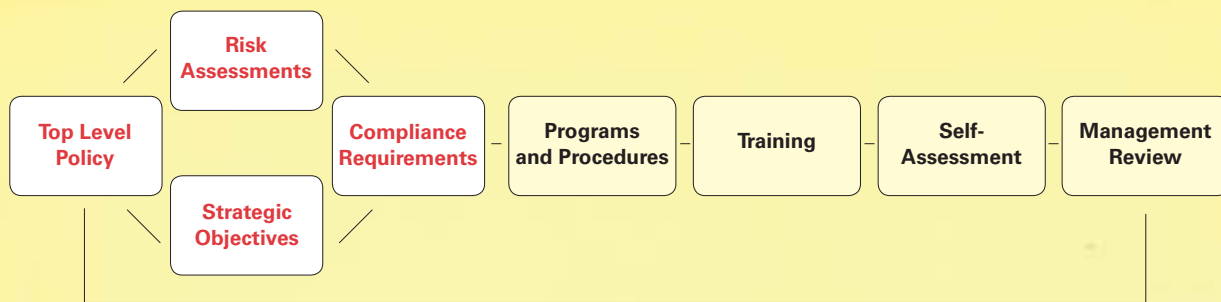
We use our Safety, Health and Environmental Management System to measure and improve our performance relative to sustainable development. Through our SHEMS, we monitor our SH&E performance in a manner that is consistent with the International Standardization Organization's 14001 or ISO 14001 for environmental protection as well as the U.S. Occupational Safety and Health Administration's Voluntary Protection Program for safety. Certification under either program is encouraged but not required.

We also use our SHEMS to establish consistent standards and processes across businesses and functions. As a result, we are able to build greater awareness of sustainability issues across our organization, and we can address the issues more efficiently and effectively.

In 2007, we continued to expand the reach of SHEMS from major businesses and functions to smaller businesses and support organizations. Smaller businesses and support organizations include supply chain and thermal operations. As of year-end, the majority of the Entergy organization has implemented SHEMS.



# How SHEMS Works



## Top Level Policy

Senior leaders set the vision, global strategies, expectations and framework for SH&E performance management within their business or function. The visible commitment of leadership to SH&E performance is critical to Entergy's sustainable growth and long-term success.

## Compliance Requirements

With the support of functional experts, managers must understand and communicate applicable SH&E laws and regulations as well as corporate and customer requirements. A solid understanding by employees is fundamental to compliance and helps drive responsible, effective performance.

## Risk Assessments

Managers must identify and assess the SH&E risks associated with their business or functional activities. Informed risk assessments are needed in order to establish effective controls to protect employees, the public and the environment.

## Strategic Objectives

Managers set SH&E objectives that describe the desired and expected achievements for their business or function. The objectives also set the direction for continuous improvement.

## Programs and Procedures

Working with SH&E experts, managers, managers and their employees implement processes that comply with SH&E requirements, control risks and achieve SH&E objectives. The SH&E processes are described in program documents and detailed procedures.

## Training

Effective SH&E training is available to all Entergy employees as needed. The training is designed to help individuals understand the SH&E requirements and impact associated with their work. It also can help employees understand the associated risks and the physical conditions and behaviors necessary to control those risks.

## Self-Assessment

Teams measure progress against objectives through periodic compliance evaluations. They also measure the effectiveness of the SH&E management system through self-assessments.

## Management Review

Periodic and formal review by senior managers of self-assessment results and progress toward established objectives assures effective SH&E performance evaluation. Management review can also highlight any program or process gaps needing closure.

## Audit Process

The Safety and Environment Audit Program conducts audits using independent third-party auditors to assess, document and report compliance status at Entergy facilities. These audits also serve as a vehicle to identify and communicate innovative ways of conducting our business while improving safety and environmental performance. Results of these audits are reported to management on a regular basis and to the Audit Committee of the Board of Directors annually.

ENTERGY CORPORATION PRESENTS

# UNLOCKING VALUE



THE KEYS TO AN  
ACCIDENT-FREE  
WORKPLACE

**ONE TO WATCH FOR!**

*2007: The safest year on record for Entergy employees.*



## Energy Sustainability

# UNLOCKING THE VALUE OF AN ACCIDENT-FREE WORKPLACE

**A**s a company, Entergy can only realize the full potential inherent in its business by first ensuring the safety of its employees. Realizing an accident-free workplace is our number one priority and a necessary condition to successfully unlocking the value that exists around us.

### OUR 2007 SAFETY PERFORMANCE

Last year was the safest year on record for Entergy employees. For employees, the Lost Work Day Incident Rate in 2007, which measures the annual lost work day cases per 100 employees, was 0.22 compared to 0.25 in 2006.

However, we suffered a major setback in November 2007 – the fatality of a contractor working for the Entergy New Orleans gas business. In addition, the Lost Work Day Incident Rate for contractors was 0.44 in 2007 compared to 0.34 in 2006.

Throughout 2007, we continued to implement our aggressive five-year safety strategic plan with its focus on six specific initiatives, including:

- Active safety participation and ownership with a focus on getting all employees from entry level to senior management to take ownership of safety performance.
- Contractor safety, which strives to create the same safe environments that exist for Entergy employees for contractors.
- Ergonomics, which is geared toward reducing injuries caused by overexertion, awkward postures and/or repetitive motion.
- Hazard assessments/barriers with a focus on complete elimination of all major injuries and work-related fatalities by constructing as many barriers as feasible between employees and the hazardous condition.
- Human performance, which strives to reduce unsafe situations by changing human performance and reducing errors.
- Safety information management system, which will allow employees to track and trend data in a proactive manner with the ultimate goal of being able to predict and prevent accidents before they occur.

Through our safety plan and our participation in the Occupational Safety and Health Administration's Voluntary Protection Program, Entergy companies' employees and contractors are focused on building the behaviors, systems and culture that we need to achieve zero accidents. More information on the steps we took in 2007 to improve our safety performance is detailed in this section of our sustainability report.

## WE ASPIRE

We aspire to an accident-free workplace. At every work location including generating facilities, offices, transmission and distribution networks, Entergy employees and contractors are focused on building the behaviors, systems and culture that we need to achieve zero accidents.

### IMPLEMENTING OUR SAFETY PLAN: ERGONOMICS

Ergonomic injuries account for about 30 percent of lost workday cases for our employees and represent the single greatest number of severe non-fatal injuries. In 2004, an office ergonomic pilot program was launched in Entergy's corporate headquarters in New Orleans. The following year the pilot program was expanded to include transmission and distribution employees working in Arkansas' Little Rock and River Valley regions. Both programs continue to exist and are now considered to be in the maintenance phase.

Lessons learned from the pilot program were used to create a systemwide ergonomic initiative, which launched in January 2008. The systemwide initiative includes ergonomic training and education; assessment, remediation and reassessment; and ongoing support and maintenance for all Entergy employees. The goals within each component are:

- **Education and Training**  
Provide comprehensive training to subject matter experts, champions and employees and integrate ergonomic education into regular workplace programs.
- **Assessment, Remediation and Reassessment**  
Evaluate and assess tools and work practices appropriately to reduce the risk of ergonomic injury.
- **Ongoing Operational Support and Program Maintenance**  
Ensure ongoing subject matter expert and champion support is available for assessing and monitoring employees; equipment is provided and replaced as needed; and ergonomic metrics are collected and analyzed.

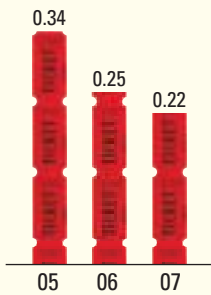
The initiative is sponsored by a senior executive on Entergy's leadership team and will be managed by a program manager and five subject matter experts. The subject matter experts will lead



### LWDIR Entergy

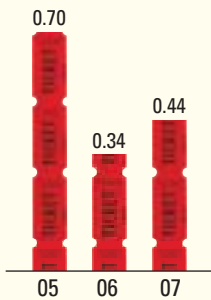
#### Employees

Annual Lost Work Day cases per 100 employees



### LWDIR Contractors

Annual Lost Work Day cases per 100 contractors



the activities of ergonomic champions within each business function. In total, 145 field champions and 178 office champions will implement the ergonomic initiative for the employee population, which represents a ratio of 45 employees for each champion.

The initial rollout and assessment phase of the program is expected to be complete in 2011, at which point the initiative will shift into ongoing support and maintenance.

### IMPLEMENTING OUR SAFETY PLAN: CONTRACTOR SAFETY

We continued to implement our contractor safety model called Contractor Partnering, which was first introduced in 2006. The model is designed to proactively identify and develop solutions to potential safety issues with the goal of eliminating the need for reactive discipline. Safety advisory boards aligned with specific organizational units administer Contractor Partnering.

We also held our fourth Contractor Safety Summit in June 2007 in Westwego, La. With a theme of “We Are Our Brother’s Keeper,” the summit emphasized the importance of leadership setting expectations for safety and monitoring performance through coaching, training and mentoring. Approximately 200 contractors from more than 120 companies participated in summit events that included:

- Updates from the vegetation, line, substation and meter-reading safety advisory boards,
- A storm restoration process update that introduced an emergency response orientation handbook for contractors, and
- A safety performance scorecard update.

### IMPLEMENTING OUR SAFETY PLAN: HUMAN PERFORMANCE

We implemented a new driver safety standard to reduce unsafe situations by changing human performance.


The standard calls for employees to refrain from using a cell phone, PDA or similar devices when operating a vehicle. If employees must use a cell phone while operating a vehicle, then they are required to use a hands-free communication device.

Improper use of cell phones and other electronic devices while operating a vehicle can create distractions that put drivers and other motorists at risk. This risk is well recognized as evidenced by increasing local and state legislation restricting or prohibiting the use of handheld devices while driving. In keeping with its commitment to creating a safe work environment, Entergy is among the first companies to require its employees to refrain from using a cell phone while operating a vehicle.

The new driving standard became effective in 2008. We supported its implementation by providing 14,300 wireless devices for every full-time employee, regardless of their driving needs, to enable hands-free communications. Through its Family and Friends Web site, Entergy also offered wireless devices at a reduced price to encourage safe behavior outside of the workplace.

### MEETING OSHA VPP REQUIREMENTS

Through its Voluntary Protection Program, OSHA sets performance-based criteria for a managed safety and health system, invites sites to apply and then assesses applicants against these criteria. The certification process includes an application review and a rigorous onsite evaluation by a team of OSHA safety and health experts.



*“Be Your Brother’s Keeper” is the concept that underlies our commitment to the safety of our employees, contractors and the people who use our product. By promoting a culture of safety, we are working to unlock the value of an accident-free workplace.”*

Approval into VPP is OSHA's official recognition of the outstanding efforts of employers and employees who have achieved exemplary occupational safety and health. According to OSHA, the average VPP worksite has a Days Away Restricted or Transferred case rate of 52 percent below the average for its industry. Within VPP, Star status is the highest rating a site can achieve.

In many aspects, the safety-related programs within the Entergy Safety, Health and Environmental Management System are similar to OSHA VPP. They emphasize employee participation, regular self-evaluation and a comprehensive approach to consistently meet performance-based criteria. As a result, Entergy employees at utility, nuclear and fossil sites strive to achieve OSHA VPP Star status in recognition of their commitment to building an accident-free workplace.

As of year-end 2007, more than 50 of our nuclear, fossil generation, transmission, distribution and corporate sites had achieved Star status. Of particular note is the Parkwood II site in The Woodlands, Texas – Entergy's first corporate office to reach VPP Star status. Earning Star status at Parkwood II took overwhelming involvement and commitment from every employee at this corporate office, which is the headquarters location for Entergy's fossil business and system planning and operations. Corporate Aviation's Jackson Hangar was another Entergy site earning VPP Star Status in 2007.

This achievement is evidence that the commitment to safety extends throughout Entergy's organization from nuclear plant operators to linemen and office workers, and from entry-level employees to the most senior executive.

★  
**STAR STATUS**

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As of year-end 2007, more than 50 of our nuclear, fossil generation, transmission, distribution and corporate sites had achieved Star status in the OSHA Voluntary Protection Program – the highest rating a site can achieve.

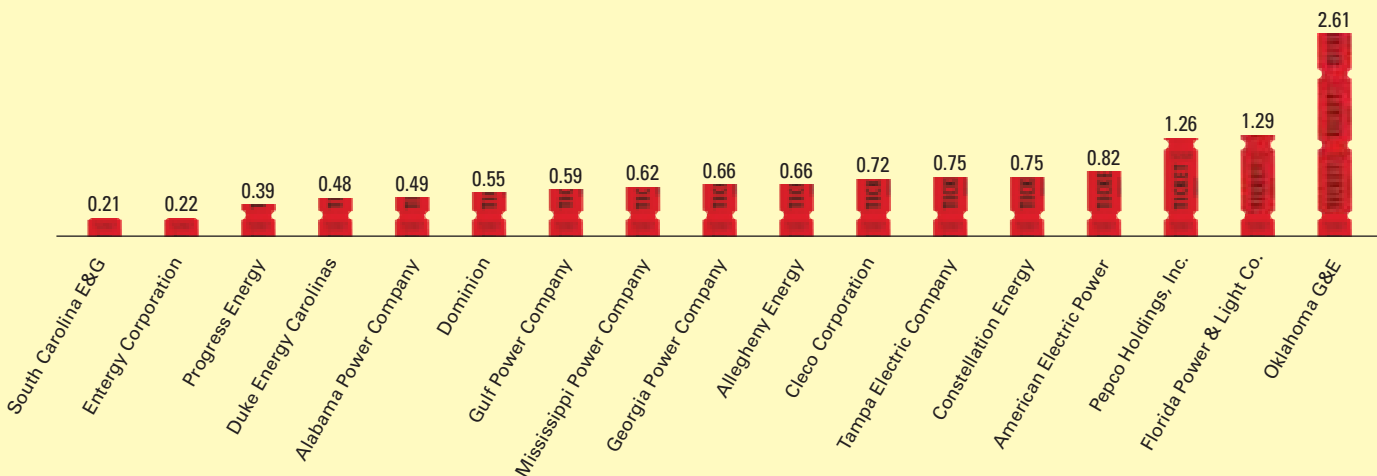
### BUILDING AWARENESS FOR PUBLIC SAFETY

Entergy takes seriously the safety of its customers and others using electricity and gas. To build awareness of electrical and gas safety, each Entergy utility offers safety tips and practices on its Web site. Information on appliance safety, workplace safety, electricity and water, indoor and outdoor projects and case studies is presented in an effort to educate the public on safety skills that can reduce electrical injuries.

A special section for kids and teachers called Electrical Safety World explains why people should care about electrical safety. It enables kids to track their learning and earn a downloadable safety certificate once they have completed the 10 content areas on the Electrical Safety World site.

At Entergy, the concept "Be Your Brother's Keeper" underlies our commitment to the safety of our employees, contractors and the people who use our product. By promoting a culture of safety, we are working to realize and unlock the value of an accident-free workplace.

2007 LWDIR Entergy vs. Peer Group



ENERGY CORPORATION PRESENTS



**IT CAME FROM WITHIN!**

**AMAZING!  
ASTONISHING!  
AWE-INSPIRING!**

**THE STORY CONTINUES!**

*Smart carbon policy guidelines emerge to take on climate change issue.*



## Energy Sustainability

# PROTECTING THE IRREPLACEABLE VALUE OF OUR ENVIRONMENT

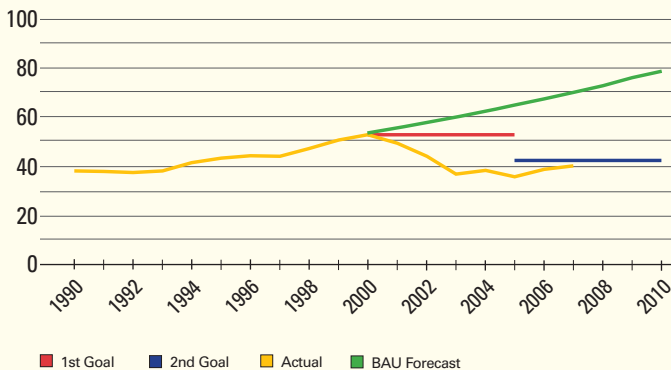
**W**e strive to be the cleanest power generator in America – one that voluntarily adheres to greenhouse gas emission levels and conserves natural resources in as many ways as possible. We were the first U.S. utility to voluntarily commit to stabilize greenhouse gas emissions. We are the second-cleanest utility generator among the top 10 U.S. generators, due largely to our portfolio of clean nuclear and natural gas generation resources.

In 2007, the Dow Jones Sustainability Indexes named Entergy Corporation to the exclusive Dow Jones Sustainability World Index for an unprecedented sixth consecutive year. Entergy was the only U.S. utility selected for the world index and one of only 16 utilities chosen worldwide.

### OUR 2007 ENVIRONMENTAL PERFORMANCE

After successfully meeting our first commitment in 2005, we made a second voluntary commitment to stabilize CO<sub>2</sub> emissions from 2006 to 2010 at 20 percent below year 2000 levels even as we continue to grow our electric production. Our cumulative CO<sub>2</sub> emissions for the two years of 2006 and 2007 were 79.0 tons, 7.2 percent better than our stabilization goal of 85.1 tons for the same two-year period.

**Entergy CO<sub>2</sub> Emissions**  
million tons



Our efforts to limit greenhouse gas emissions earned Entergy a 2007 Climate Protection Award from the U.S. Environmental Protection Agency. We were the only utility company among the 17 award winners honored for showing ingenuity, leadership and public purpose by improving their environmental performance and encouraging others to do the same.

In 2007, we continued to implement our comprehensive environmental strategy, which we launched in 2001. In addition to voluntarily limiting our greenhouse gas emissions, our strategy

## WE ASPIRE

We strive to be the cleanest power generator in America – one that voluntarily adheres to greenhouse gas emission levels and conserves natural resources in as many ways as possible.

is focused on coastal restoration, energy efficiency, environmental community improvements and recycling.

More details on our 2007 efforts to strengthen our clean generation portfolio and implement our environmental strategy are included in this section of our sustainability report.

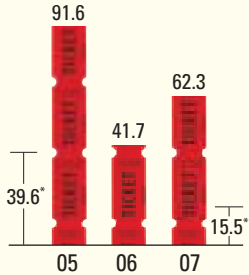
### STRENGTHENING OUR CLEAN GENERATION PORTFOLIO

We continued to build our clean portfolio in 2007, with the purchase of the 798-megawatt Palisades Nuclear Plant near South Haven, Mich., from Consumers Energy. With the addition of the Palisades Nuclear Plant, our nuclear fleet – both utility and non-utility – now includes 11 units located in the Northeast, Midwest and South. We also manage the operations of the Cooper Nuclear Station in Nebraska under a service agreement.

We are strong believers in the value of nuclear power and continue to pursue opportunities to expand our fleet. We are moving forward systematically to preserve the option to build new nuclear units. In 2007, we received one of the first Early Site Permits in the country for a possible new nuclear unit at the Grand Gulf Nuclear Station. The Early Site Permit resolves many of the safety and environmental issues associated with new nuclear development and can be incorporated with the Construction and Operating License applications. Entergy and NuStart, a consortium of 12 industry leaders including Entergy, submitted a combined Construction and Operating License application for Grand Gulf in February 2008. Entergy is currently preparing a second application for River Bend Station, which we anticipate filing sometime this year.

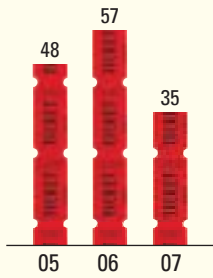
In 2007, we announced the acquisitions of the 789-megawatt Ouachita Power Facility in northern Louisiana and the 322-megawatt Calcasieu Generating Facility in southwestern Louisiana. Both are natural gas-fired generation facilities. We continue to seek opportunities to invest in clean and efficient technologies that can deliver reliable power to our customers at a good value.

**Hazardous Waste Generation**  
in tons



\*Amount of waste generated from normal operations; excludes a one-time tank cleaning in 2007 and a pipeline explosion in 2005.

**NPDES Exceedances**



**REDUCING GREENHOUSE GAS EMISSIONS**

We surpassed our goal for 2006 and 2007 under our second voluntary commitment to stabilize CO<sub>2</sub> emissions from 2006 to 2010 at 20 percent below year 2000 levels. We achieved these results through internal projects that reduced emissions at our facilities and through a variety of external projects.

For example, we provided \$250,000 in funding to Ducks Unlimited – the world’s largest private waterfowl and wetlands conservation organization – to help restore bottomland hardwoods in the Mississippi Alluvial Valley known regionally as the Delta. Historically, flooded forests of the Delta provided reliable, high-quality habitat for millions of mallards, wood ducks and other waterfowl. However, the Delta has lost 80 percent of its original forest and hydrology. Restoring bottomland hardwoods to the area will sequester carbon and provide habitat for wintering waterfowl and the Louisiana black bear, an endangered species. It will also improve water quality and flood protection for communities in the Delta.

We also provided funding of more than \$100,000 to Sand County Foundation – a private, non-profit organization dedicated to working with private landholders to improve natural habitats on their land – to determine how greenhouse gas reductions can be achieved through enhanced agricultural management practices. The research project encompasses locations in Wisconsin, Illinois, Iowa and the Gulf of Mexico.

As part of our strategy to reduce greenhouse gas emissions, we also aggressively advocate smart carbon policy. We believe five principles should guide us as we – as a nation and as an industry – develop a carbon policy to address the climate change issue.

■ **Meaningful Action Is Needed Now**

To reduce future climate change impacts and avoid concentrations beyond the point of no return, we must stabilize the growing concentration of greenhouse gases in the atmosphere. The longer we wait, the more difficult and costly it will be to achieve stabilization.

■ **Use Market Forces Intelligently**

There is no “silver bullet” to reduce carbon emissions at low cost, we will need everything in the playbook as well as some solutions not yet in the playbook. Carbon control will not be cheap. We have to be as smart as possible about how we go about it, so that we do not cripple the economy. Because it will be expensive, we should rely on the most efficient method for resource allocation and that is the market. Entergy supports a cap-and-trade plan as it provides impetus for companies to seek cleaner technologies and provides a revenue stream for research and development investment in clean generation.

■ **Be Realistic About Carbon Prices**

We must be prepared for, and willing to accept, significant carbon prices that are high enough to encourage clean generating technologies to enter the market.

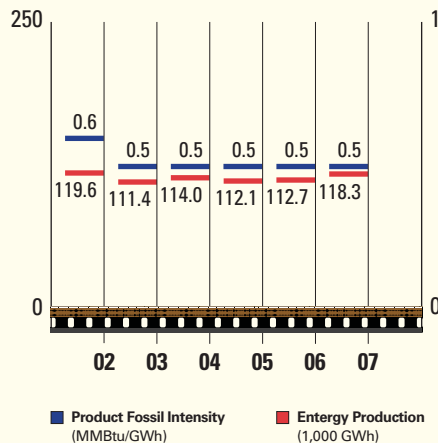
■ **Support Research and Development**

Research and development spending for coal retrofit technology and long-term carbon sequestration is essential. Otherwise, our options will be more limited and more expensive. Delaying action now means more drastic emissions reductions over the coming decades, accompanied by exponentially escalating costs.

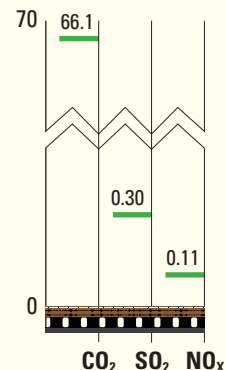
■ **Understand the Social Effects**

At home and around the world, we cannot let the brunt of the damage – economic and climatic – fall

**Entergy Electric Production & Product Fossil Intensity**



**2007 Emissions Avoided Through Nuclear Generation**  
short tons in millions



on the poorest among us, for whom the cost of reducing greenhouse gas emissions could mean the loss of “luxuries” such as food, warmth and shelter. Those who hold out the false promise of cheap and easy solutions to greenhouse gas control are doing no favors to the disadvantaged

More information on our point of view regarding climate change and carbon policy development is included in our 2007 Annual Report to Shareholders available online at [entergy.com](http://entergy.com). We will continue to advocate responsible policy making with our local, state and federal regulators and stakeholders in the year ahead.

### EXPANDING OUR FOCUS ON ENERGY EFFICIENCY

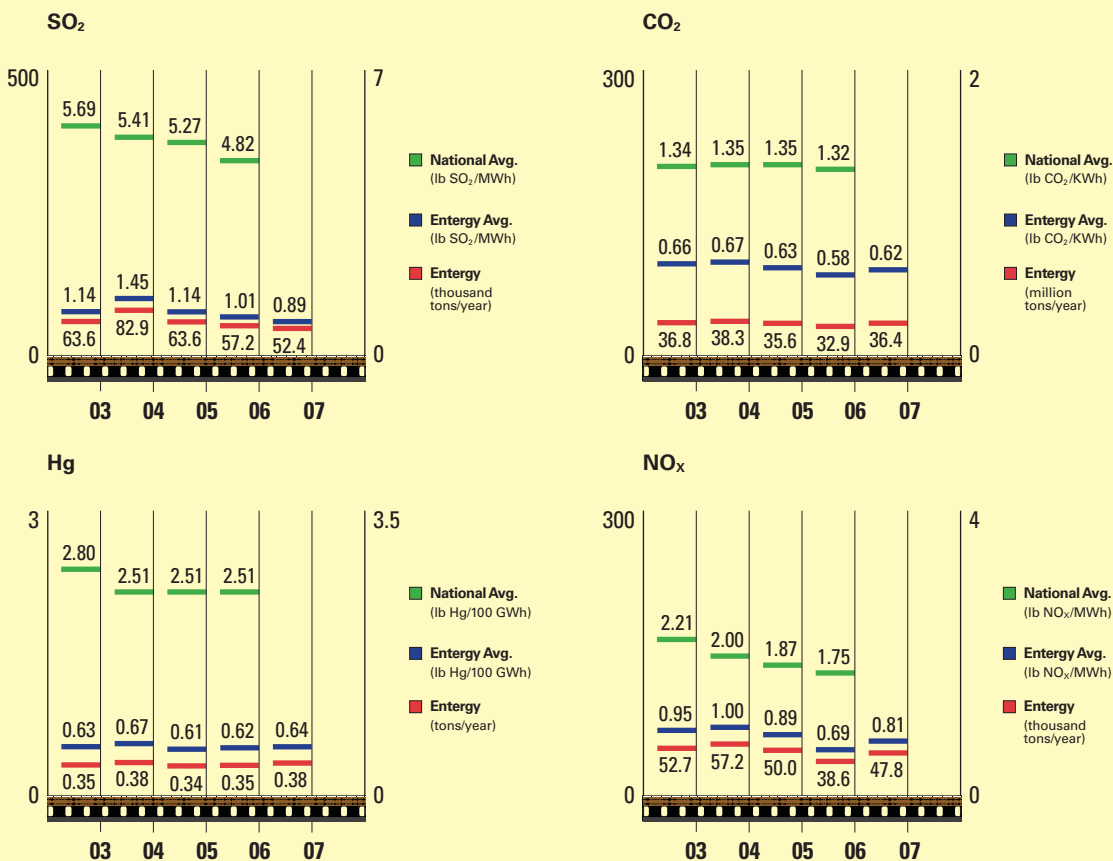
We recognize that managing energy use more efficiently is the surest and most effective way to reduce greenhouse gas emissions in the short term. We took steps last year to expand our energy efficiency efforts and increase their visibility.

In 2007, we reaffirmed our commitment to pursuing cost-effective energy efficiency as part of the National Action Plan for Energy Efficiency by developing a corporate energy efficiency strategy. As part of our

strategy, we set a goal to reduce energy demand in our service territories by 300 megawatts and we created an Energy Efficiency Task Force to identify initiatives that are economically viable for each customer class in each utility’s service area. While work is just beginning toward our systemwide goal, we continued our efforts in 2007 on ongoing energy efficiency initiatives within each of our utilities.

- Entergy Arkansas, Inc. began offering new Quick Start Energy Efficiency Programs to customers in retail markets in 2007 to help reduce demand by 30 megawatts and energy use by more than 53,000 megawatt hours over a two-year period. For the residential market, the program includes a compact fluorescent light discount, a weatherization program and home energy efficiency upgrade programs. For small and large commercial markets, the program includes incentives to reduce energy use.
- Entergy Texas, Inc. continues to offer energy efficiency programs to customers to meet its requirement of reducing peak demand by 10 percent each year. We are meeting the goal by offering energy efficiency programs for residential, commercial and industrial customers, with a special emphasis on our low-income customers.

### Emissions From Entergy-Owned Generation



Entergy also promotes an Energy Star Residential New Construction program. The Environmental Protection Agency recognized this Energy Star Homes Program for Outstanding Achievement again in 2007, the fourth consecutive year it has done so.

- In Louisiana, Entergy rolled out its first Green Power program in 2007 as part of a pilot program for the Louisiana Public Service Commission called “Geaux Green.” Entergy Gulf States Louisiana, L.L.C. offered customers an option to purchase “green” energy produced in Louisiana. The power is produced at facilities that use agricultural byproducts such as sugarcane stalks and rice hulls for electric production. In 2008, Entergy and the LPSC will assess the program and determine future steps.

Finally through media events, civic and school presentations and internal promotions in October 2007, Entergy representatives asked friends, neighbors and fellow employees to take a pledge and change just one standard light bulb in their homes to an energy-efficient bulb. More than 7,800 Entergy customers and employees took the pledge – more than triple our overall pledge goal of 2,500. In addition, most customers pledged to change more than just one bulb. The *Change a Light, Change the World* campaign supported a nationwide effort by the federal Energy Star program and Entergy was one of the top 10 pledge drivers nationwide.

## RESTORING COASTAL WETLANDS

We recognize that coastal wetlands are vitally important to the safety, well-being and quality of life in the Gulf Coast region. They provide a natural buffer against a hurricane storm surge and that directly impacts the continued sustainability of Entergy’s service territory.

We provided more than \$130,000 in funding to Restore America’s Estuaries – a national alliance of community-based organizations that protect and restore coastal and estuarine habitat – to restore wetlands in the Greater New Orleans area that were damaged by Hurricane Katrina. The project includes planting and restoration of New Orleans City Park and the Louisiana Nature Center. It involves five organizations and eight volunteer planting days.

Through a grant of \$100,000, we supported Lake Pontchartrain Basin Foundation’s efforts to build oyster shell reefs to stabilize shorelines, improve water quality and create structural habitats. Essentially, 100 percent of the carbon in the oyster shells is permanently sequestered.

We also continue to support Ducks Unlimited in their efforts to restore wetlands in Jefferson Parish, La., through the construction of approximately 32,000 linear feet of earthen terraces and the planting of vegetation. The terraces provide nesting sites for wildlife and reduce shoreline erosion.

### Environmental Community Improvements

In 2006, we established a partnership with Keep America Beautiful, Inc. to expand our focus on environmental stewardship. A second round of Keep America Beautiful grants totaling nearly \$40,000 was made in 2007 to 11 nonprofit organizations in five states. Through grants and employee volunteerism, Entergy helps local Keep America Beautiful affiliates build strong, healthy communities and a better environment.

We supported other environmental community improvements through our Environmental Stewardship program. In 2007, we awarded \$250,000 through 31 grants as follows:

#### Arkansas

Arkansas State University at Jonesboro,  
Environmental Science Program  
The Friends of White River National  
Wildlife Refuge  
Southwest Arkansas Resource Conservation  
and Development Project  
Newark Elementary School  
Union County Water Conservation Board

#### Mississippi

Bear Education and Restoration Group  
of Mississippi  
Girl Scout Council of Middle Mississippi  
Greenville Cypress Preserve  
Clinton Community Nature Center  
Association, Inc.  
City of Indianola

#### Louisiana

Louisiana Wetlands Association, Inc.  
Preservation Alliance of New Orleans, Inc.  
Trust for Public Land  
Baton Rouge Green Association, Inc.  
Teaching Responsible Earth Education  
Spring Creek Elementary School

#### Texas

Texas Recyclers Association, Inc.  
Upper Texas Coast Water-Borne Education  
Center, Inc.  
Big Thicket Association  
Rotary Club of Lake Conroe Foundation

#### Massachusetts

National Marine Life Center, Inc.  
New England Wildlife Center  
Manomet, Inc.

#### New York

CEC Stuyvesant Cove, Inc.  
Oswego County Soil and Water  
Conservation District  
Izaak Walton League of America, Inc.

#### Vermont/New Hampshire

Town of Swanzey  
Vermont Youth Conservation Corps  
Kids Saving the Planet  
Big Green Bus

#### Multi-State (Ark., La., Texas)

National Wild Turkey Federation, Inc.

## RECYCLING AND REDUCING POLLUTION

We strive to minimize our impact on the environment by reducing pollution and recycling whenever possible. In 2007, we took the following actions in this area:

- We sold or recovered more than 11.5 million pounds of scrap material, reducing the quantity of scrap sent to landfills.
- We recycled or sold 778,000 tons of coal ash, 78 percent of the 998,000 tons we generated.
- We had 35 NPDES exceedances out of 53,996 measurements, a 99.95 percent compliance rate. This is down significantly from 2006 as a result of a Six Sigma effort that helped plants monitor key parameters and implement proactive efforts to prevent exceedances. We continued to see a dramatic decrease in exceedances in first quarter 2008.
- We generated 62.3 tons of hazardous waste, including 47 tons that were generated by a one-time tank cleaning operation. To permit visual inspections for integrity, certain fuel tanks were stripped of insulation and paint, which

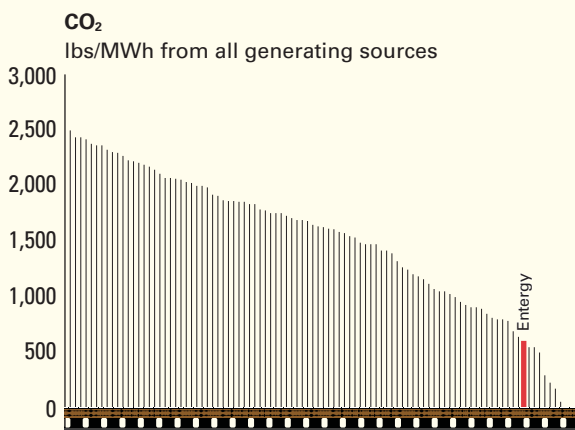
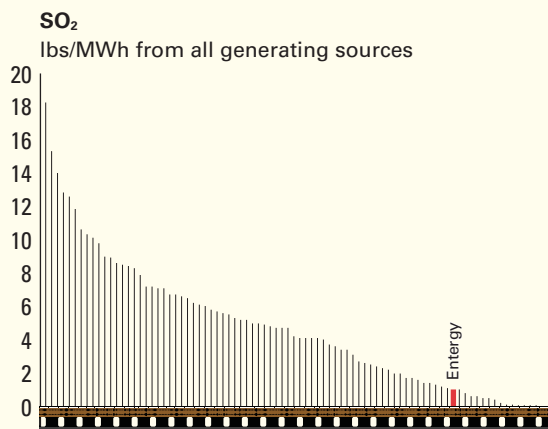
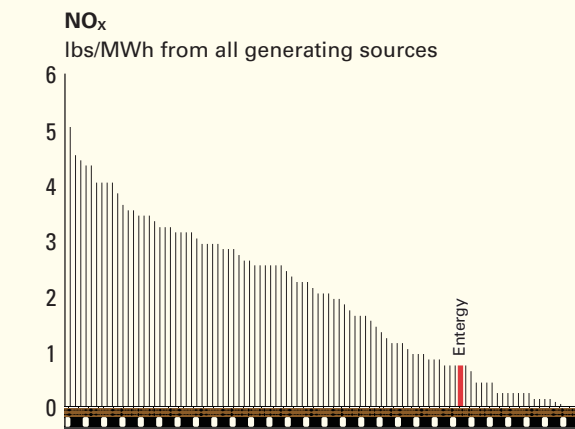
contained lead, making it a hazardous waste. Outside of this one-time event, 15.5 tons of hazardous waste were generated in normal operations.

In addition, Entergy has implemented a three-phase recycling program. Phase one was implemented in 2007 and involved the use of 30 percent recycled paper in copiers, fax machines and printers throughout its operations. In 2007, Entergy used 422 tons of 30 percent recycled paper, which saved more than 2,100 million BTUs of total energy, more than 142,100 pounds of solid waste, more than 1.1 million gallons of wastewater and prevented more than 266,600 pounds of CO<sub>2</sub> from entering the atmosphere.

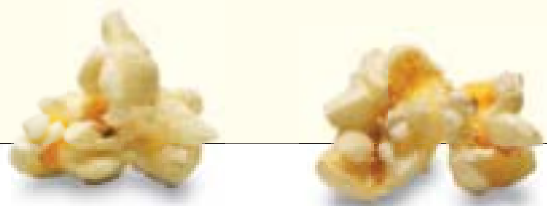
The second phase of the recycling program began in 2008 and promotes the use of 100 percent recycled stationery, envelopes and business cards. In 2009, the third phase is expected to launch and will focus on recycling used paper, glass, plastic and other recyclable commodities.

### **Benchmarking Air Emissions of the 100 Largest Power Producers in the United States –**

issued in May 2008 by Ceres, the Natural Resources Defense Council, Public Service Enterprise Group and PG&E Corporation – highlights the environmental performance of the electric power sector based on 2006 emissions data. Here is our emissions rate performance as it ranks among the top 100 U.S. electric power producers.



*“Based on this data, Entergy is the second-cleanest utility generator of the top 10 U.S. generators.”*



ENERGY CORPORATION PRESENTS

# UNLOCKING VALUE

THE KEYS  
TO A HEALTHY  
SOCIETY



**A NEIGHBORHOOD HIT!** 3E

*Earning a payback measured in rewarding, productive lives.*



## Energy Sustainability

# REALIZING THE VALUE OF A HEALTHY, EDUCATED AND PRODUCTIVE SOCIETY

**W**e strive to help break the cycle of poverty for our low-income customers, enhance the quality of life in our communities and provide opportunities for our employees to grow as part of a strong and diverse work force. Through these efforts, Entergy helps all of its stakeholders realize the value of a healthy, educated and productive society.

Our 2007 efforts to achieve our social aspirations through our low-income initiative, corporate giving and work force initiatives are detailed in this section of our sustainability report.

### BREAKING THE CYCLE OF POVERTY FOR OUR LOW-INCOME CUSTOMERS

Approximately 25 percent of our 2.7 million utility customers fall below the poverty level. We created our low-income customer assistance initiative in 1999 to address this stark reality. Since then, we have provided \$35 million in grants to help low-income families and individuals throughout our communities.

Entergy's commitment to its low-income customers takes many forms – from improving the flow of funds through bill payment assistance to helping needy customers better manage energy use to funding education, job training and programs that help low-income families build assets and move toward self-sufficiency. A detailed report of our 2007 efforts is presented in our Low-Income Initiative Progress Report, available online at [entergy.com](http://entergy.com).

### Improving the Flow of Funds

Entergy along with its employees and customers raised more than \$2.4 million in local bill payment assistance funds. One hundred percent of the funds raised go to local customers who need help to pay their utility bills. Last year, almost 90,000 customer bills were paid by third-party sources such as our bill payment assistance funds as well as state and federal programs.

Federal utility bill payment assistance programs only reach about 15 percent of households in need. To increase the reach of federal programs, Entergy employees and activists from its service areas traveled to Washington, D.C., in February 2007 to meet with members of Congress and urge their support for increased funding for the Low Income Home Energy Assistance Program. They conducted 27 face-to-face meetings with congressional representatives and their staff. Entergy also implemented a grass-roots campaign that generated more than 160 congressional contacts via e-mail, fax and letters that supported increased LIHEAP funding.

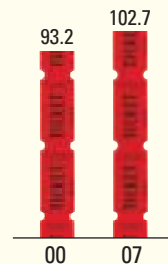


We aspire to break the cycle of poverty and contribute to a society that is healthy, educated and productive. We strive to provide assistance to our low-income customers, enhance the quality of life in our communities and build a strong, diverse work force.

As a result of their efforts and the efforts of advocates for the poor and elderly, 2007 LIHEAP funding was more than \$102.7 million for Arkansas, Louisiana, Mississippi and Texas. Entergy collaborated with state LIHEAP administrators and nonprofit agencies to distribute \$19 million in LIHEAP funds to needy customers in a four-month period in 2007. This action averted a possible loss of funds due to federal deadlines.

We also launched a pilot program in 2007 called “Grant Station” to help agencies identify available grants and other sources of philanthropic funding to provide assistance to low-income residents. Thirty-three agencies participated in the pilot and more than \$100,000 in additional funding was generated for programs serving low-income families and individuals.

**LIHEAP Funding in Arkansas, Louisiana, Mississippi and Texas**  
\$ millions



We aspire to break the cycle of poverty for our customers and contribute to a society that is healthy, educated and productive. The federal Low Income Home Energy Assistance Program helps needy families pay their energy bills.

### Reducing Energy Use

We participated in energy efficiency efforts specifically targeting our low-income customers in order to reduce their energy consumption and the related economic burden. We made the following progress in 2007.

- Through the efforts of volunteers and employees, we helped weatherize more than 3,200 homes for our low-income customers.
- We distributed more than 25,000 compact fluorescent light bulbs.
- We continued to distribute fans and energy-efficient air conditioning units through our Beat the Heat program.

We also responded to more than 150,000 requests for energy conservation brochures and other educational resources from our customers, advocates and community organizations.

### Building Assets in a Move Toward Self-Sufficiency

We are pursuing multiple efforts to help low-income customers build assets as a step toward self-sufficiency. From helping needy customers claim available federal tax credits to advocating for high quality early childhood education, Entergy is working aggressively with advocacy groups, public officials and others to help break the cycle of poverty in our communities.

We partnered with the Internal Revenue Service in an outreach campaign to educate low-income families on the Earned Income Tax Credit. More than 2.6 million residential customers received information

on the EITC from Entergy. We also sent e-mails on the EITC to more than 3,000 low-income advocates, posted information on entergy.com and our incoming voice message system and placed posters in our customer service centers. In addition, we partnered with ACORN, the Association of Community Organizations for Reform Now, to provide free tax preparation and case management services to low-income customers at our customer service centers in Baton Rouge.

In 2007, we marked the five-year anniversary of our partnership with the Foundation for the Mid-South to provide an Individual Development Account program that matches the savings of low-income individuals. It was the first multi-state IDA program in the United States. From its beginning in 2002, the program has expanded to serve 66 communities in Arkansas, Louisiana and Mississippi. Entergy's investment of \$1.6 million has helped yield an estimated \$69 million in economic benefits and directly impacted more than 19,000 individuals.

We continue to fight for greater public awareness and support of high quality early childhood education. We have partnered with the Southern Education Foundation to fund research reports on the state of early childhood education in Louisiana and Mississippi. We have also funded a report on the "Economics of Poverty" that quantifies the social costs of poverty and the economic benefits of eliminating it. We continue to communicate the results and recommendations of these research studies to local, state and federal government representatives and advocate for action to

## 2007 Grant Summary by Program Area



Economic Development Total	1%
Environmental Total	3%
Arts & Culture Total	5%
Health & Social Services Total	23%
Community Improvement and Enrichment Total	30%
Education/Literacy Total	38%

address the root causes of poverty. Links to the research studies we have sponsored are available online on the low-income initiative page of entergy.com.

Our efforts on behalf of our low-income customers were recognized again in 2007. We were honored to receive the Edison Electric Institute Advocacy Excellence Award. The U.S. Chamber of Commerce Business Civic Leadership Center also recognized Entergy in 2007 for its low-income initiative with its Corporate Citizenship Award in the category of U.S. Community Service.

### ENHANCING THE QUALITY OF LIFE IN OUR COMMUNITIES

We work to improve the communities where we live and work through our corporate giving programs. In 2007, Entergy and the Entergy Charitable Foundation contributed approximately \$14.5 million through almost 3,000 grants to nonprofit organizations that serve our local communities.

In 2007, our employees also gave generously. Volunteer service doubled in 2007 to 30,000 hours valued at more than \$500,000. We supported this volunteer service by making it easier than ever for our employees to earn Community Connectors grants for nonprofit organizations they choose to support. Under new criteria, employees can earn a \$250 grant for every 20 hours of volunteer service, up to \$750 per year. Our giving under our Community Connectors program more than tripled in 2007, reaching \$122,500 awarded through 152 grants.

We initiated a systemwide Season of Caring in 2007 during the month of December. It included community outreach activities at 14 sites throughout the country that ranged from food drives to holiday fund-raising parties, toy drives and tree plantings. Some of the activities have been held for decades, others are relatively new. Of special note is the fund-raiser held by employees at the Indian Point Energy Center in New York for the Rosary Hill hospice. For the past 46 years, Indian Point employees have supported the hospice with a holiday fund-raising event.

Entergy continued to support New Orleans, its headquarters city, in its ongoing hurricane recovery efforts. Over the past three years, since hurricanes Katrina and Rita, Entergy and the Entergy Charitable Foundation have invested more than \$11 million in grants dedicated to strengthening our communities and rebuilding New Orleans and southern Louisiana.

Highlights include:

- \$400,000 for an IDA program created by the United Way of Greater New Orleans to address the needs of the New Orleans area following Hurricane Katrina by helping low-income families build assets to save for education, home ownership, purchase a primary vehicle or open a child-care business.
- \$1 million investment in public education in the Greater New Orleans area including \$500,000 to St. Bernard Parish School Board for construction of a Community Learning Center and \$350,000 for Teach for America in an unprecedented effort to impact 40,000 local students by placing Teach for America corps members in public school classrooms in Orleans and surrounding parishes.
- \$250,000 for the Idea Village child-care initiative. Hurricane Katrina wiped out 80 percent of the child-care capacity in New Orleans. The Idea Village child-care initiative is helping to rebuild this critical part of the city's infrastructure by providing grants and management assistance to provide high quality child care and early childhood education for families.
- \$325,000 in grants for affordable housing programs such as Louisiana Housing and Community Development Authority and Habitat for Humanity's Musician's Village.

*Breaking the cycle of poverty in the south.*

- Public benefits funds
- Individual Development Accounts
- Healthcare
- LIHEAP
- Tax credits
- Self-sufficiency
- Savings

# CORPORATE GIVING

## 2007 CORPORATE GIVING AT A GLANCE

### Entergy Charitable Foundation

The Entergy Charitable Foundation supports programs that address the underlying causes of poverty. In 2007, more than \$2.5 million was awarded through 182 grants.

### Open Grants

Entergy Open Grants focus on improving communities as a whole through the support of health and social service agencies, the arts and culture and community enrichment programs. In 2007, more than \$5.5 million was awarded through nearly 1,859 grants.

### United Way Campaigns

Entergy and its employees set a record for fund-raising in the 2007 United Way campaign. More than \$4 million was raised to support local United Way agencies in the communities where our employees live and work. Employee donations totaled \$2 million and are matched dollar-for-dollar by shareholders.

### Community Power Scholarships

Entergy Corporation has established a scholarship program to assist employees' dependents who plan to continue their education in college or vocational school programs. In 2007, more than 300 students submitted applications to the program and 32 scholarships totaling \$160,000 were awarded.

### Matching Educational Grants

Entergy recognizes the importance of education by supporting our employees who make charitable contributions to education. In 2007, we awarded more than \$358,000 through 712 matching educational grants to the high schools, colleges and universities supported by Entergy employees.

### Heart and Health Grants

Heart and Health Grants support employees' active participation in health- and wellness-related events such as walks, runs and bike-a-thons. Beneficiaries have included March of Dimes, MS 150 and Susan G. Komen Race for the Cure. The program was launched in 2007 and 35 grants were awarded in the first year.

### Community Connector Grants

Employees can earn grants up to \$750 per year for nonprofit organizations where they volunteer their time. In 2007, we awarded \$122,500 through 152 grants in support of employee volunteer service.

## BUILDING A STRONG AND ENGAGED WORK FORCE

We recognize that providing opportunities for all employees to develop and grow at Entergy is the only way to build an engaged, strong and diverse work force. To this end, the company conducts a comprehensive employee survey every 18 months, looking for opportunities to improve every aspect of the Entergy employee experience.

In 2007, the survey revealed that the majority of employees feel favorably regarding developmental opportunities, empowerment, pay and recognition, supervision, teamwork and overall commitment to safety.

At the same time, the survey spotlighted opportunities for improvement in the areas of leadership trust and confidence. Entergy's senior leadership team developed an aggressive plan to improve employee satisfaction that included:

- A series of face-to-face meetings between Chairman and CEO J. Wayne Leonard, business unit leaders and employees; and increased communications by business unit leaders through *Inside Entergy*, podcasts and other channels on a range of company and industry topics.

- More detailed communications about Entergy's compensation strategy, budgeting and methodology and the creation of a new benefits education team within Entergy's Total Rewards group, which uses in-person meetings, publications and online communications to deliver education campaigns to employees and retirees companywide.
- A retooled Employee Development program to clearly communicate developmental activities needed to achieve career goals and provide parallel development paths that focus not only on education but also experiences and relationships needed to succeed; and the introduction of a phased retirement program intended to help the transfer of institutional knowledge as employees retire.
- An expanded recruiting program to focus on building partnerships with community colleges and vocational-technical schools to increase the pool of candidates for craft positions.
- Reinforcement of the company's Ethics Line process.

In addition, Entergy business units developed their own specific plans for addressing employee survey results in their areas. We implemented these plans and programs in addition to the existing programs that aim to safeguard and improve employee well-being.

Entergy continued to foster healthy lifestyles for all its employees by offering free health screenings at locations throughout the company and reimbursing up to \$250 for gym memberships and weight management programs through the ENSHAPE program. In addition, ENSHAPE offered Heart & Health grants to nonprofit organizations holding events that promoted exercise with at least one Entergy employee-led team.

Employees who sought higher education got a major boost in 2007, when Entergy's Educational Reimbursement program picked up \$1.5 million in approved education expenses for nearly 1,200 employees. In addition, our Community Power Scholarship program eased the financial burden on employees with children entering their freshman year in college, awarding scholarships in recognition of the dependents' public service and volunteer activities.

Altogether, Entergy's standing employee-focused programs and new initiatives that arose from the 2007 Employee Survey results form a comprehensive system of resources designed to provide employees with the opportunities and support they need to grow and succeed at Entergy.

## BUILDING A DIVERSE AND INCLUSIVE WORK ENVIRONMENT

We also worked in 2007 to make Entergy an even more inclusive company, one that reflects the diversity of its communities. We now have 25 Diversity and Inclusion Councils across the company. Last year, we launched a multiyear initiative to provide diversity and inclusion refresher training for all employees. In 2007, approximately 1,800 employees registered for the training. Diversity and inclusion training continues to be a requirement for all new hires. We also began offering Domestic Partner Benefits to our employees in 2007.

We continued to partner with INROADS, an organization that strives to identify business opportunities for high-potential, ethnically diverse students, to hire interns throughout our organization. We participate in a variety of professional recruiting events sponsored by organizations such as the Society of Women Engineers, U.S. Women in Nuclear, National Society of Black Engineers, Society of Hispanic Professional Engineers and the American Association of Blacks in Energy. We actively recruit at historically black colleges and universities. We also participate in campus outreach activities, provide scholarships and grant funds and serve on advisory councils at many other diverse institutions.

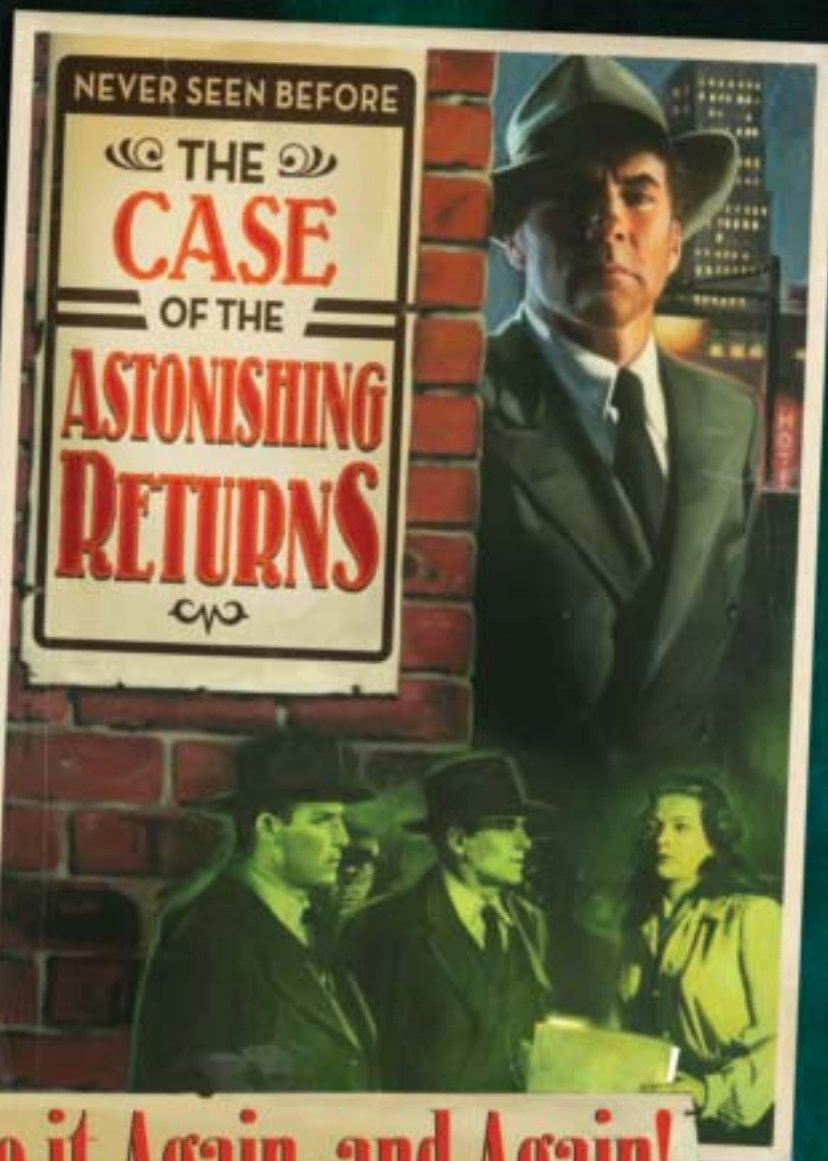
Our diversity efforts extend beyond our work force to our supplier network. Nearly 20 years ago, Entergy signed a Declaration of Fair Share Principles with the National Association for the Advancement of Colored People. We were the first electric utility to commit to diversity with the NAACP. Since that time we have spent more than \$2.7 billion through our supplier diversity initiative.

We continually work with diverse suppliers to help them understand Entergy's business practices, policies and requirements. We provide the necessary resources and counsel to help diverse suppliers become more competitive, increase their growth opportunities and add to the economic development potential and stability of our communities.

In 2007, we exceeded our spending goal for diverse suppliers. We also received recognition for our efforts from our community partners. The Louisiana Minority Business Council presented Entergy with its Business Advocate of the Year Award, and the Mississippi Minority Business Alliance presented Entergy with its Chairman's Award. In 2008, we will continue our efforts to work with businesses that reflect the diversity of our communities. In particular, we will strive to expand the use of diverse suppliers in non-traditional purchasing activities and increase diversity among second-tier prime suppliers.



ENERGY CORPORATION PRESENTS



**See it Again, and Again!**

TOP-QUARTILE SHAREHOLDER RETURNS

*Number one in total shareholder return over the nine-year period ending Dec. 31, 2007.*



## Entergy Sustainability

# UNLOCKING VALUE BY DELIVERING TOP-QUARTILE SHAREHOLDER RETURNS

In 2007, we once again delivered top-quartile returns for our shareholders. Our total shareholder return for the year was 32.5 percent compared to 19.0 percent for the Philadelphia Utility Index. Over the past nine years, since a new leadership team was put in place, Entergy has delivered the highest total shareholder return in its peer group. From Dec. 31, 1998, to Dec. 31, 2007, total shareholder return was 414.3 percent for Entergy investors. That compares to a 134.1 percent total return for the Philadelphia Utility Index.

In 2007, we took several steps to position ourselves to continue delivering exceptional returns. Our Board of Directors increased the quarterly dividend in July 2007, long overdue since the last increase in 2004, and consistent with our aspiration to achieve a 60 percent target payout ratio. Also in 2007, we initiated a new \$1.5 billion stock repurchase program and returned nearly \$1 billion of cash to our owners through this program, doubling our repurchase aspiration of \$500 million. As a corporation, we are committed to returning the value inherent in our operations to our shareholders. Dividends and share repurchases are important vehicles for doing just that.

Our plan to pursue a proposed spin-off of the non-utility nuclear assets to our shareholders as an independent company named Enexus Energy Corporation is another vehicle to unlock value. Following the spin-off, Entergy shareholders will hold two distinct equities – Entergy stock comprised of the regulated utility business and Enexus stock comprised of the non-utility nuclear plants and a power marketing operation. Entergy and Enexus will each own a 50 percent stake in the nuclear services joint venture, which will be called Equagen, LLC. We believe having an option to trade these two equities independently will be highly valuable to our shareholders and the Entergy leadership team is committed to delivering that value in 2008 through the separation of the two businesses.

### OUR UTILITY BUSINESS

We made solid progress in executing our portfolio transformation strategy in 2007 – announcing the acquisitions of the 789-megawatt Ouachita Power Facility in northern Louisiana and the 322-megawatt Calcasieu Generating Facility in southwestern Louisiana and receiving regulatory approval to proceed with the Little Gypsy Unit 3 repowering project. We continue to pursue buy, build and contract power purchase options through our portfolio transformation initiative in order to procure the right generating technologies for our customers in the most efficient manner possible. In addition, we're preserving our option to invest in the next, simpler, more efficient



We aspire to continually deliver top-quartile total shareholder returns. We continue to evaluate opportunities to realize the value inherent in our existing assets and we remain focused on creating value through industry-leading performance in our ongoing operations.

generation of nuclear plants, with potential new nuclear development at our Grand Gulf Nuclear Station and River Bend Station.

We essentially reached closure on the regulatory recovery process for the unprecedented devastation of the 2005 storm season. In May 2007, Entergy New Orleans emerged from bankruptcy, following approval of a \$200 million Community Development Block Grant from the Louisiana Recovery Authority and after reaching a regulatory recovery agreement with the New Orleans City Council. In August, we received the final regulatory approval for Entergy Louisiana, LLC and Entergy Gulf States, L.L.C., from the Louisiana Public Service Commission for recovery of roughly \$1 billion, representing the balance of storm restoration costs and the establishment of storm reserves. Securitization – a new, improved mechanism for cost recovery that results in lower overall bills to our customers – was also approved by the LPSC, consistent with actions taken in Mississippi and Texas, and final securitization proceeds are expected in 2008. In other utility matters, the long-studied jurisdictional separation became a reality at the end of 2007, when Entergy Gulf States, Inc. separated into two vertically integrated utilities – Entergy Gulf States Louisiana, L.L.C., and Entergy Texas, Inc.

Going forward, Entergy utilities offer a unique investment opportunity with a unique base rate path and earnings per share growth prospect. Our utilities' generating capacity remains short, with customer demand exceeding capacity by two to four gigawatts. We are confident there is substantial value to be realized in the transformation of our generation portfolio with new and/or repowered sources. In addition, we believe that ownership and operation of a premier nuclear fleet is a key component of our utilities' clean generation portfolio.

In support of its financial aspirations through 2012, Entergy's utilities aspire to deliver a "real" decrease in customer rates, with a base rate path less than projected inflation. This aspiration will be pursued through its portfolio transformation strategy and investment in a premier nuclear fleet, while simultaneously growing earnings per share at 3 to 4 percent. Earnings growth at this level will equal roughly half of Entergy's annualized 6 to 8 percent earnings aspiration through 2012, the remainder of which is expected to come from the accretive effect of share repurchases. Going forward, we believe Entergy utilities will continue to be well positioned to provide customers with clean, reliable and affordable power.

### OUR NUCLEAR BUSINESS

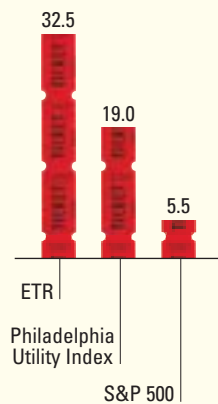
We closed on our acquisition of the 798-megawatt Palisades Nuclear Plant in Michigan. We also completed reorganization as part of our fleet alignment initiative for our utility and non-utility nuclear teams – with goals to eliminate redundancies, capture economies of scale and clearly establish organizational governance. Our first priority in our nuclear operations is safety and security. Only then do we pursue productivity improvements and cost efficiencies. When operational issues surface, we focus on resolving the issue at hand in the most appropriate manner and that may include

temporarily suspending operations at a plant. While the forced outage levels we experienced in 2007 are not the performance we expect from our fleet, as good nuclear operators we take the opportunity to review our programs and procedures to ensure we adjust and perform up to our high standards going forward.

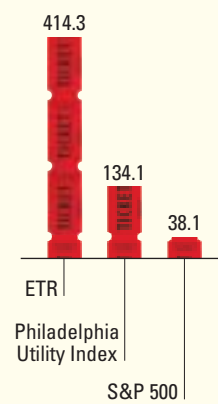
At the same time, it should be acknowledged not all forced outages are the same. Some were the result of events *outside* the plant itself, like the extended transformer-related outage at Indian Point 3. While there was some opportunity to mitigate the financial effect of this outage by starting the unit earlier using the other transformer at the plant and running at a lower capacity factor, we did not do that. It is simply not consistent with the Entergy Nuclear standards for safety, redundancy, reliability and risk management.

We continued our license renewal efforts and reached several key milestones. The Nuclear Regulatory Commission issued its final environmental impact statements for Vermont Yankee Nuclear Power Station, Pilgrim Nuclear Station and most recently in January for the James A. FitzPatrick Nuclear Power Plant, finding no environmental impacts that would preclude license renewal at these sites. All three sites are on track to receive renewed licenses. Also in 2007, the NRC accepted the license renewal application for the Indian Point Energy Center. While there has been significant

**Total Shareholder Return**  
2007, %



**Total Shareholder Return**  
12/31/1998 – 12/31/2007, %



We aspire to continually deliver top-quartile shareholder return. We ranked in the top-quartile of our peer companies again in 2007, and we were number one in total shareholder return over the nine-year period ending Dec. 31, 2007.

public rhetoric surrounding the safety or need for Indian Point, we are confident the NRC license renewal process provides a fair hearing of any legitimate issues and concerns raised by the public and interested parties. We are confident Indian Point exceeds all the parameters for license renewal. Simply put, Indian Point is safe, secure and vital to the community interests.

In 2008, we will pursue the regulatory approvals needed and take action to complete the separation of our non-utility nuclear business. We are confident this is the best approach to unlock the full value of these assets for our stakeholders.

As an independent company, Enexus will have the ability to pursue its optimal capital structure, including executing approximately \$4.5 billion in debt, subject to market terms and conditions. Our positive point of view on future power pricing trends supports our decision to separate our non-utility nuclear assets from our utility business. With an optimal capital structure and a risk profile consistent with a merchant business rather than a utility, Enexus will have additional opportunities as it executes its generation hedging strategy.

The existing team of experienced and skilled non-utility nuclear engineers and operators to be employed by Equagen – owned equally by Enexus and Entergy – will continue to operate Enexus nuclear assets. Enexus will benefit from that operational expertise and the potential

## VALUE TRILOGY

*We are pursuing plans to spin off our non-utility nuclear assets to our shareholders as an independent company named Enexus Energy Corporation and form a nuclear services joint venture called Equagen, LLC owned equally by Entergy and Enexus.*



that exists to expand that business by offering nuclear services to third parties. The experienced and skilled nuclear utility operators will continue to operate the utility nuclear plants. Retaining the existing operators for the nuclear stations reflects our commitment to maintain safe, secure operations.

We believe Enexus will be a unique nuclear generation entity with the potential to deliver \$2 billion in earnings before interest, taxes, depreciation and amortization in 2012. This robust cash projection should generate cash flow for acquisitions and/or distributions through share repurchases with a financial aspiration in the range of \$0.5 billion to \$1 billion annually.

*“In 2008, we will pursue the separation of our non-utility nuclear business. We are confident this is the best approach to unlock the full value of these assets for our shareholders.”*



*Forward-Looking*  
**INFORMATION**

In this report and from time to time, Entergy makes statements as a reporting company concerning its expectations, beliefs, plans, objectives, goals, strategies, and future events or performance. Such statements are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as "believes," "intends," "plans," "predicts," "estimates," and similar expressions are intended to identify forward-looking statements but are not the only means to identify these statements. Although Entergy believes that these forward-looking statements and the underlying assumptions are reasonable, it cannot provide assurance that they will prove correct. Any forward-looking statement is based on information current as of the date of this report and speaks only as of the date on which such statement is made. Except to the extent required by the federal securities laws, Entergy undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

Forward-looking statements involve a number of risks and uncertainties. There are factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements, including (a) those factors discussed or incorporated by reference in Entergy's 2007 Annual Report on Form 10-K under (i) Item 1A. Risk Factors, (ii) Management's Financial Discussion and Analysis, and (b) the following factors (in addition to others described elsewhere in this report and in subsequent securities filings):

- resolution of pending and future rate cases and negotiations, including various performance-based rate discussions and implementation of Texas restructuring legislation, and other regulatory proceedings, including those related to Entergy's System Agreement, Entergy's utility supply plan, recovery of storm costs, and recovery of fuel and purchased power costs
- changes in utility regulation, including the beginning or end of retail and wholesale competition, the ability to recover net utility assets and other potential stranded costs, the operations of the independent coordinator of transmission that includes Entergy's utility service territory, and the application of more stringent transmission reliability requirements or market power criteria by the FERC
- changes in regulation of nuclear generating facilities and nuclear materials and fuel, including possible shutdown of nuclear generating facilities, particularly those in the Non-Utility Nuclear business
- resolution of pending or future applications for license extensions or modifications of nuclear generating facilities
- the performance of Entergy's generating plants, and particularly the capacity factors at its nuclear generating facilities
- Entergy's ability to develop and execute on a point of view regarding future prices of electricity, natural gas, and other energy-related commodities
- prices for power generated by Entergy's unregulated generating facilities, the ability to hedge, sell power forward or otherwise reduce the market price risk associated with those facilities, including the Non-Utility Nuclear plants, and the prices and availability of fuel and power Entergy must purchase for its utility customers, and Entergy's ability to meet credit support requirements for fuel and power supply contracts
- volatility and changes in markets for electricity, natural gas, uranium, and other energy-related commodities
- changes in law resulting from federal energy legislation
- changes in environmental, tax, and other laws, including requirements for reduced emissions of sulfur, nitrogen, carbon, mercury, and other substances
- uncertainty regarding the establishment of interim or permanent sites for spent nuclear fuel and nuclear waste storage and disposal
- variations in weather and the occurrence of hurricanes and other storms and disasters, including uncertainties associated with efforts to remediate the effects of Hurricanes Katrina and Rita and recovery of costs associated with restoration
- Entergy's and its subsidiaries' ability to manage their operation and maintenance costs
- Entergy's ability to purchase and sell assets at attractive prices and on other attractive terms
- the economic climate, and particularly growth in Entergy's service territory
- the effects of Entergy's strategies to reduce tax payments
- changes in the financial markets, particularly those affecting the availability of capital and Entergy's ability to refinance existing debt, execute its share repurchase program, and fund investments and acquisitions
- actions of rating agencies, including changes in the ratings of debt and preferred stock, changes in general corporate ratings, and changes in the rating agencies' ratings criteria
- changes in inflation and interest rates
- the effect of litigation and government investigations
- advances in technology
- the potential effects of threatened or actual terrorism and war
- Entergy's ability to attract and retain talented management and directors
- changes in accounting standards and corporate governance
- and the following transactional factors (in addition to others described elsewhere in this and in subsequent securities filings):
  - (i) risks inherent in the contemplated Non-Utility Nuclear spin-off, joint venture and related transactions (including the level of debt incurred by the spun-off company and the terms and costs related thereto);
  - (ii) legislative and regulatory actions; and
  - (iii) conditions of the capital markets during the periods covered by the forward-looking statements. Entergy Corporation cannot provide any assurances that the spin-off or any of the proposed transactions related thereto will be completed, nor can it give assurances as to the terms on which such transactions will be consummated. The transaction is subject to certain conditions precedent, including regulatory approvals and the final approval by the Board.

**GAAP to NON-GAAP RECONCILIATION**

Earnings Per Share	2007	2006
As-Reported	\$ 5.60	\$5.36
Less Special Items	\$(0.16)	\$0.64
Operational	\$ 5.76	\$4.72



## Coming Attractions

# PREVIEWING OUR PLANS TO CREATE, REALIZE AND UNLOCK FUTURE VALUE

**P**roviding employees the opportunity to reach their full potential in a safe and secure work environment. Creating partnerships that enable communities to thrive in a healthy, clean environment. Giving people in need of assistance a chance to break the cycle of poverty and build productive lives. Value exists all around us – in our businesses, employees and communities – and at Entergy, we are committed to doing what it takes to create and unlock that value wherever we find it.

### SAFETY AND ENVIRONMENTAL COMMITMENTS

We will strive for an accident-free workplace in all areas of our organization. We will continue to measure our safety and environmental performance against the standards of ISO 14001, OSHA's VPP and our own Safety, Health and Environmental Management System. We seek to expand the reach of our SHEMS throughout our organization.

We commit to ongoing implementation of our five-year safety strategy with its goals of improving our Lost Work Day Incident Rate performance and enhancing the focus on elimination of all fatalities. We will continue to focus on safety initiatives in the areas of active safety participation and ownership, contractor safety,

ergonomics, hazard assessments/barriers, human performance and a safety information management system.

We will continue to implement our comprehensive environmental strategy. The strategy includes a second commitment to stabilize greenhouse gas emissions – at 20 percent below year 2000 levels from 2006 to 2010 – as well as an expanded focus on environmental initiatives, including coastal restoration, recycling, community improvement and energy efficiency. We commit to developing and implementing a systemwide strategy to drive greater energy efficiency among all classes of utility customers.

We will continue to invest in clean energy technologies like nuclear, solar, wind, hydro and other renewables. We will also look for opportunities to utilize clean fuel sources like natural gas and low-sulfur coal.

We will advocate aggressively for the development of a smart carbon policy to address the global climate change issue. We believe there are clear and specific principles that should guide the development of a carbon policy by our governments and our industry. We commit to communicating our point of view on climate change policy to all our stakeholders.



## LOW-INCOME AND SOCIAL RESPONSIBILITY COMMITMENTS

We commit to working to break the cycle of poverty for our low-income customers through our low-income initiative. We will continue to expand our partnerships with regional and national grass-roots organizations to extend the reach of our low-income initiative.

- We will improve the flow of assistance funds to needy customers from all sources by working with legislators and regulators at the federal, state and local levels. We will continue to lobby for increased funding for federal energy assistance programs and funds such as the Low-Income Home Energy Assistance Program and Weatherization Assistance Program. We will seek to increase contributions to customer assistance funds.
- We will provide information and resources to help our customers better manage their energy usage. Through volunteerism, weatherization of homes and our systemwide energy efficiency strategy, we commit to helping our low-income customers reduce their energy consumption.
- We are committed to help move low-income customers to self-sufficiency. We will maintain a \$5 million budget for low-income programs and grants, and expand funding for educational programs to assist low-income children with pre-kindergarten, job training and college degrees. We will communicate and inform the public about the effects of poverty so that all concerned citizens can work together to create a society that is productive, healthy and educated.

More detail on the specific initiatives we will use to meet our low-income commitments is available in our Low-Income Initiative Progress Report at [entergy.com](http://entergy.com).

We also commit to further enhancing the quality of life in the communities where we work and live through our corporate giving programs. We will support our communities through financial grants and employee volunteerism.

We will continue to strive to provide employees with opportunities to grow and succeed at Entergy. We are committed to building a strong, diverse work force throughout our organization. We will work to improve employee engagement and satisfaction. Our diversity and inclusion commitments are focused on leadership initiatives, education and training, and the establishment of diversity and inclusion councils in each business to provide employees a venue to engage management on inclusion issues.

## FINANCIAL COMMITMENTS

We will be working diligently throughout 2008 to execute our plans and complete the spin-off of our non-utility nuclear assets to our shareholders. When executed, the spin-off of our non-utility nuclear assets will create three entities – Entergy, Enexus and EquaGen. Each company will continue to aspire individually to deliver superior value to its owners. The financial aspirations for 2008 through 2012 for each business are:

- Entergy aspires to 6 to 8 percent annualized growth in earnings per share, a 70 to 75 percent dividend payout ratio target and the capacity for a new share repurchase program targeted at \$2.5 billion beginning after the completion of the spin-off. In January 2008, the Entergy Board of Directors authorized \$0.5 billion of this program. The balance is expected to be authorized and to commence following completion of the spin-off.
- Enexus aspires to \$2 billion in 2012 earnings before interest, taxes, depreciation and amortization generating cash flow for ongoing acquisitions and/or distribution capacity through share repurchases in the range of \$0.5 billion to \$1.0 billion annually. Subject to market terms and conditions, Enexus expects to execute approximately \$4.5 billion of debt financing.
- To be owned equally by Entergy and Enexus, EquaGen aspires to safe, secure and industry-leading nuclear operational performance. The joint venture will operate Enexus plants and the Cooper Nuclear Station and will provide certain technical services and the Chief Nuclear Officer to Entergy following the spin-off. In addition, EquaGen expects to pursue growth opportunities by offering nuclear services including plant operations, decommissioning and relicensing to third parties.

Our sustainability efforts in the areas of safety, the environment and our low-income customer assistance initiative deliver benefits for all our stakeholders. While the link is less direct, we are confident that our efforts in these areas contribute to our proven ability to meet our overarching aspiration of continually delivering top-quartile total shareholder returns.

Taking a Bow  
★ RECOGNITION ★

Our sustainability efforts continued to earn recognition in 2007. Here are a few of the awards that Entergy received for its safety, environmental, social responsibility and financial performance.

**Carbon Disclosure Project – Climate Leadership Index**

The Carbon Disclosure Project honored Entergy Corporation as “Best in Class” in its approach to climate change disclosure. This marks the fourth consecutive time Entergy has been recognized by the CDP, which encompasses over 315 global investors with more than \$41 trillion in assets. Entergy was included in the “Climate Disclosure Leadership Index,” a prestigious honor roll for global corporations addressing the challenges of climate change.

**Corporate Responsibility Officer Magazine – Best Corporate Citizen in Utility Industry**

*Corporate Responsibility Officer* magazine selected Entergy Corporation for its 10 Best Corporate Citizens in 2007, an annual list that provides clear visibility to corporate citizenship leaders within the chemical, energy, financial, media and utility industries. For the utility industry, Entergy ranked number one out of 88 North American companies evaluated.

**Dow Jones Sustainability Index**

For an unprecedented sixth consecutive year, the Dow Jones Sustainability Indexes named Entergy Corporation to the exclusive Dow Jones Sustainability World Index and the Dow Jones Sustainability North American Index. Entergy was the only U.S. utility selected to the world index, and one of only 16 utilities chosen worldwide.

**Edison Electric Institute’s Emergency Assistance Award**

Entergy Corporation received its 10th straight award from the Edison Electric Institute for restoring power following extreme storms. The latest award recognizes Entergy’s help returning power to 46,000 Public Service of Oklahoma customers after a January 2007 ice storm. Entergy has received either EEI’s Emergency Storm Response or its Emergency Assistance awards for 10 consecutive years. It is the only company to be honored each year since the awards were created.

**Edison Electric Institute’s Advocacy Excellence Award**

Entergy received the Edison Electric Institute’s Advocacy Excellence Award for its low-income initiatives, a variety of programs aimed at helping the 20 to 30 percent of Entergy customers living in poverty across its four-state utility service territory.

**Forbes list of America’s Most Trustworthy Companies**

Entergy was named to the *Forbes* list of America’s Most Trustworthy Companies for its corporate governance practices and accounting transparency. Entergy was the only electric utility to make the list, which was drawn from 8,000 public companies.

**Louisiana Minority Business Council’s Business Advocate of the Year Award**

**Mississippi Minority Business Alliance’s Chairman’s Award**

Entergy received recognition from these important community partners for its efforts to develop, promote and expand the use of diverse suppliers for its procurement needs.

**U.S. Chamber of Commerce Business Civic Leadership Center – Corporate Citizenship Award**

The U.S. Chamber of Commerce Business Civic Leadership Center awarded Entergy Corporation a Corporate Citizenship Award in the category of U.S. Community Service for its low-income initiatives.

**U.S. Environmental Protection Agency – 2007 Climate Protection Award**

The U.S. Environmental Protection Agency recognized Entergy and 30 other individuals, organizations and companies from around the world for outstanding efforts to protect the Earth’s climate and stratospheric ozone layer.

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# Environmental

## BENEFITS STATEMENT

This Entergy Corporation 2007 Sustainability Report is printed on Neenah Environment Papers – PC 100, made of 100 percent post-consumer waste material. It is Forest Stewardship Council certified, processed chlorine free, alkaline pH, and meets the American National Standards Institute standards for longevity.

By using Neenah Environment PC 100, Entergy Corporation saved the following resources:

TREES	9 Fully Grown
WATER	3,246 Gallons
ENERGY	6 Million BTU
SOLID WASTE	417 Pounds
GREENHOUSE GASES	782 Pounds

Environmental impact estimates were made using the Environmental Defense Paper Calculator. For more information visit <http://www.papercalculator.org>.



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