



BACKGROUND

-Entergy Mississippi's Low Income Assistance Programs

It's no secret that these are hard times for Mississippians. And while tough times affect us all, those less fortunate are often hit the hardest. That is why Entergy Mississippi, Inc. works hard to provide our customers with programs, resources and information to help them through tough times. The following document provides an overview of our active and ongoing efforts to assist - from employee donations to company initiatives to government assistance - Entergy Mississippi has many outreach programs to help our customers.

LIHEAP

The Low Income Home Energy Assistance Program uses government funds to help low-income families pay their energy bills. Mississippi received a record \$43 million in LIHEAP assistance in 2009. Entergy Mississippi urges our customers who need help to visit their local office of the Mississippi Department of Human Services (1-800-345-6347) to apply for this assistance.

Power to Care

Shareholders, employees and customers of Entergy Mississippi donate money to The Power to Care program to help low-income families pay their electricity bills. Entergy Mississippi matches every dollar contributed (up to \$500,000) to double the impact of each donation and the program is administered by the Salvation Army. In 2008, The Power to Care helped more than 5,400 people who received \$317,238. Entergy Mississippi consistently reaches out to inform our customers about this opportunity to help their neighbors, and works closely with low-income and senior groups to identify those who need assistance.

Beat the Heat

Entergy Mississippi's Beat the Heat program helps customers find relief from the hot Mississippi summers by partnering with the MDHS to provide air conditioners and fans to those most in need.

The Entergy Charitable Foundation

Entergy is also committed to improving our neighbor's quality of life. The Entergy Charitable Foundation is a non-profit organization funded solely by Entergy to provide grants to non-profit organizations that serve the communities in our service areas. The ECF focuses on low-income enterprises and education initiatives. It supports programs that help individuals move toward self-sufficiency, and initiatives that prepare families to be homeowners. Entergy Mississippi gave more than \$486,000 in contributions to local programs in 2008.

Individual Development Accounts

Entergy Mississippi also leads the way in educating our customers about Individual Development Accounts (IDA) where individuals contribute to a savings account in which every dollar they deposit is matched by a combination of federal and private money. Customers may use this money to buy their first home, open a business or get an education.

Our Commitment

We are a Mississippi company made up of 1,900 employees and 1,000 retirees. We not only work here but live and raise our families here as well. That's why we're committed to helping those in

need. We believe our obligation to serve applies not only to maintaining affordable and reliable power, but also to improving the quality of life for all Mississippians. To learn more about our low-income assistance programs, visit our website at entergy-mississippi.com.

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