



Entergy Mississippi Customers to See Lowest Bills in Six Years

New rates in effect first quarter of 2010

Customers of Entergy Mississippi, Inc. will see electric bills drop again--this time some 11 percent from January through March as compared to the same period in 2009.

The Mississippi Public Service Commission has approved the company's routine quarterly fuel adjustment submittal and customers' bills will be the lowest they have been in more than six years.

Typical residential customers using 1,000 kilowatt hours per month will pay about \$79.46 beginning January 1. Typical monthly residential bills for the first quarter of 2009 were \$89.32, a difference of nearly \$10.

Bills have dropped even more from summer 2008 when skyrocketing natural gas prices caused a 28 percent hike. In fact, the typical customer's bill is 40 percent less than in July and August 2008 when the same amount of electricity cost nearly \$133. That's a savings of more than \$53.

Falling natural gas prices is the main reason. The price of natural gas peaked at more than \$13.50 per MMBtu in July 2008 before falling to as low as \$3.58 per MMBtu in 2009.

However, the Henry Hub price in early November was \$4.28 per MMBtu and is predicted to continue rising in the near future.

"We're pleased that our customers will benefit from lower natural gas prices," said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. "We're also fortunate to be able to pass along decreases when the current economy is causing challenges for many of our customers."

"However, the market is volatile and fuel prices could spike again and cause customers' bills to rise, so we're continuing to do everything we can to keep customers' bills low," he added. "For instance, working with the commissioners and the public utilities staff, we've managed to stabilize rates through summer of next year."

Entergy Mississippi Announces Grand Gulf Upgrade Plans

Investment will produce savings for customers

The Mississippi Public Service Commission has approved Entergy Mississippi, Inc.'s plans for a major upgrade to the Grand Gulf Nuclear Station in Port Gibson, Mississippi (<http://www.youtube.com/watch?v=wF46ez1xj2U>). The upgrade is designed to help meet Mississippi's growing energy needs and stabilize rising electricity costs.

The project will be one of the largest expansions of a nuclear power plant in U.S. history and will make Grand Gulf the largest single-unit nuclear power plant in the country.

The action is part of Entergy's overall plan to close a growing gap between the amount of power the company produces and the amount customers use. The Grand Gulf Nuclear Station can produce electricity more cheaply than the company can buy power from the open market.

"This project will supply customers with additional clean, low-cost, base load electricity," said Haley Fisackerly, president and chief executive officer for Entergy Mississippi, Inc. "In addition, the Grand Gulf upgrade will provide significant long-term savings to customers, help stabilize electricity bills and serve as a major investment into Mississippi's economy and energy infrastructure."

The total cost, estimated at \$510 million, will be shared among the joint owners of the Grand Gulf Nuclear Station. Costs to Entergy Mississippi are estimated at \$151 million. The company expects the additional production of reliable and low-cost

My Account Anywhere Tells Entergy Mississippi Customers When Power is On

New service sends personal outage updates to cell phones

A storm rages while you are traveling. Is the power on at home? How can you tell? Don't worry. A new service from Entergy Mississippi, Inc. will let you know.

My Account Anywhere lets customers send and receive text information about power outages through their cell phones.

"Customers can report an outage and get updates without ever having to call us," said Gloria Johnson, director of customer service for Entergy Mississippi, Inc. "We're working hard to increase self-service options like this. We know our customers want and appreciate this kind of convenience."

My Account Anywhere keeps customers in touch with their electric service when they are

"on the go." When away from their home, business or computers, customers can access critical information quickly and conveniently.

My Account Anywhere lets customers use their cell phone to:

- Report a power outage.
- Receive alerts that there was an outage or that power is restored.
- Know how long an outage will be/was, in case they need to take action for loved ones or property.
- Know that loved ones, such as elderly parents, are safe or need attention; property is safe or needs attention.
- Know when it may be convenient to return from evacuation due to a hurricane.

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Entergy Mississippi Inc. Announces \$500 Million Investment in Transmission System

Projects represent major investments in customer reliability

Entergy Mississippi, Inc. will invest approximately \$500 million in upgrading and bolstering transmission facilities within the state between 2006 and 2013.

These projects represent the completion, initiation and planning of major phases in Entergy Mississippi's comprehensive plan to upgrade, improve and strengthen its transmission system.

While the number of jobs created is not yet known, these investments represent a positive impact on Mississippi's economy

through dollars spent on both contractors and materials necessary to complete these projects.

"We're excited about these improvements for many reasons. It shows our commitment to the state and to bringing low-cost, reliable power to our customers," said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. "We spent significant time and effort analyzing and designing the most cost-efficient solutions that provide the greatest benefits to our customers, while at the same time

helping improve reliability and meeting the power demands the future will surely bring."

Projects include new substations, equipment upgrades at existing substations, upgrading transmission lines, new transformers, voltage regulators and other items that will bolster and strengthen the company's transmission system. Projects are located throughout the Entergy Mississippi service territory.



Entergy Mississippi will invest \$45 million in a project at the Ray Braswell substation in Clinton, Miss. that will improve reliability for customers from Jackson to Brookhaven. Gene Hodges and Ronald McMorris (in truck), both operations coordinators with Entergy Mississippi, Inc., discuss a work project while in front of the transformer at the substation.

"...Grand Gulf..." CONTINUED

power to greatly offset initial project costs, resulting in little-to-no initial impact on customers' electricity bills, with savings on bills expected to appear within a couple of years after project implementation. The project's completion is scheduled for 2012.

"Entergy Mississippi is committed to providing affordable, reliable electricity to our customers, supporting our state's economic development efforts and preserving the environment," said Fisackerly. "By taking this action now, we're helping ensure a bright future for Mississippi."

"My Account Anywhere..." CONTINUED

To use the service, customers must register a cell phone number to their Entergy Mississippi account. Multiple accounts may be registered to one phone and one account may be registered to multiple phones. For example, a customer could have a home, business and relative's account registered to her phone, and her spouse could have the same accounts registered to another cell phone as well.

Registration is simple. From any text-capable cell phone, send the message "reg" (without quotes) to 368374. The system will respond and ask for an Entergy account number and ZIP code.

"My Account Anywhere provides routine outage information during normal weather conditions," added Johnson. "During incidents of widespread damage caused by a major storm, outage text messages may not be available for affected areas for several days until we determine restoration times."

Once estimated restoration times are determined, updates will be sent by text message and made available on *View Outages* at entergy.com.

Depending on their wireless plans, customers may be charged for text messages associated with this service. Detailed information is available at entergy-mississippi.com.

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