



Generation E Meets Environmental Challenges of Today and Tomorrow

Entergy's new initiative promotes utility's many forward-thinking programs

In recognition of Earth Day 2007, Entergy Mississippi renewed its forward-thinking environmental focus through a new initiative called *Generation E*.

Aimed at preserving the environment, the plan takes an aggressive approach to reducing greenhouse gas emissions, exploring new nuclear opportunities, launching educational programs, and encouraging others to make similar commitments.

"Generations are generally defined by specific time periods or cultures," said Carolyn Shanks, president of Entergy Mississippi. "In recent years, certain age groups sharing specific cultural characteristics have been known as Generation X or Generation Y.

"But *Generation E* encompasses all ages, all races, all levels of society," she said.

"One thing every person on the planet shares is the need to protect our earth.

"Air pollution, coastal erosion, and other contributors to climate change affect us all," she said. "There are no gaps in *Generation E*. Finding solutions is everyone's responsibility."

Shanks noted that Entergy has already established itself as an environmental champion by being the nation's first utility to voluntarily reduce greenhouse gas emissions from its generating plants. The company recently renewed this commitment, aiming for further reductions over the next five years.

In addition, legislative efforts on the part of the company are encouraging sweeping policy changes on emissions.

Such steps have earned Entergy a spot on the Dow Jones Sustainability Index five years in a row. Last year, Entergy was the only U.S. utility named in the report.

To further efforts to improve the environment, Entergy will expand partnerships with national organizations with similar intent such as Keep America Beautiful, Energy Star and the Nature Conservancy.

Entergy employees will participate in litter pickups, educational presentations, and other successful programs.

A major emphasis will be considera-

tion of new nuclear generation at the company's current Grand Gulf Nuclear Site.

In addition, Entergy will be exploring the benefits of offering customers electricity produced by other green power sources such as wind and ethanol as well as creating better ways for customers to monitor and control their own energy use.

Shanks emphasizes that now, more than ever, business leaders, law makers, community activists, and all citizens must come together to address growing environmental challenges. Entergy encourages customers to do their part through its *Simple Steps* energy awareness program offering simple lifestyle suggestions which can add up to big energy savings.

"Preserving the environment is the defining issue of our time," said Shanks. "Entergy intends to lead the way to a bright future for other generations through *Generation E*."

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generation
making a world of difference

a program of Entergy Mississippi



Entergy Mississippi Prepped for 2007 Hurricane Season

Utility placing major emphasis on removal of trees damaged by Hurricane Katrina

Entergy Mississippi is working hard to make sure that trees weakened by Hurricane Katrina in 2005 do not cause unnecessary damage to the company's infrastructure during this year's hurricane season.

Since January, Entergy crews have identified and removed more than 4,000 dead or dying trees alongside the company's right-of-ways.

The effort is part of Entergy's \$30 million reliability improvement program called *Ennovations*. The plan includes upgrades to substations, additional circuits, and implementation of new troubleshooting technology.

Nearly \$10 million is being spent on tree-trimming and tree removal.



"We are still seeing the effects of damage caused when Hurricane Katrina plowed through our service territory in 2005," said Dennis Dawsey, director of distribution operations for Entergy Mississippi. "Many trees which survived her blast were left susceptible to disease and insect infestation.

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Rising Temperatures Spur Entergy's Simple Steps Message

Utility urges customers to make wise energy choices

With rising temperatures indicating a typical Deep South hot summer this year and fuel costs still volatile, Entergy Mississippi is urging customers to take a few simple steps to conserve energy and manage their summertime electric bills.

"We work with our customers throughout the year to give them effective ways to save energy and manage costs," said Gloria Johnson, customer service director for Entergy Mississippi. "This is especially important during the summer when electricity use rises along with the temperatures. This year, we are continuing a *Simple Steps* program we began in 2006 to work with our customers in three ways — conservation information, bill management programs and lifestyle changes that really work."

Through *Simple Steps*, Entergy is asking customers to make such small adjustments as keeping thermostats set at 78 degrees, waiting to use appliances such as the clothes dryer in the cooler evening hours, and using ceiling or box fans to circulate cool air.

Entergy is doing its part, too. The company is working hard to reduce the impact of higher energy costs on customers through several measures that include employing a diverse fuel mix to generate electricity.

In addition, Entergy Mississippi uses hedging practices to lock in fuel prices at affordable rates. These steps have saved customers millions of dollars.

The *Simple Steps* program also directs attention to tools already in place to show customers what they can do to stay comfortable and manage their electricity usage. Included are several billing options, such as

Budget Billing, Pay-by-Phone, and Pick-A-Date. Also available are on-line resources such as ENsight where customers can make use of a home energy calculator to estimate and analyze the amount of electricity being used at home.

In addition, Entergy is encouraging customers to enjoy traditional summer activities which require minimal electricity. Such activities include sitting on a porch beneath a ceiling fan, visiting an outdoor recreational



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area, or participating in community picnics and neighborhood get-togethers.

Entergy employees are being urged to set an example by initiating such activities in their own communities.

"Small adjustments by customers paired with Entergy's continuing efforts will make a big difference during the summer months," Johnson said. "Together, we can manage through this time and along the way, take pleasure in the season's simple offerings."

"...Hurricane Season" CONTINUED

Now those trees are slowly dying, threatening power lines, utility poles, and other facilities."

Entergy attributes 68 percent of outages in 2006 to falling trees.

The company has worked closely with experts to pinpoint trees most likely to interrupt power by falling. Further research has allowed Entergy to prioritize removal of trees based on the number of customers whose service could be impacted by a falling tree.

"By removing those trees most likely to cause the most damage, Entergy is significantly improving our system's reliability," said Dawsey.

The effort has already resulted in 45 percent fewer customer outages since April

of last year and 56 percent fewer instances of outages caused by falling trees.

The program is being paired with other improvements to storm response implemented since Hurricane Katrina. Those include upgrades to the company's contracted weather radar service, improved customer communications, enhanced logistics, and a restructured customer service support emergency plan.

Annual storm drills ensure the company's response plan is well-orchestrated and effective.

"Aggressive advance work puts Entergy in a very strong position to weather the 2007 hurricane season," Dawsey said.

"By being prepared, we reduce the impact of a major storm on our customers."

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