



Entergy Mississippi Launches Major Service Improvement Initiative

Ennovations designed to make product even more reliable

Entergy Mississippi is combining new technologies and extensive planning with more than 80 years of industry experience to propel a new forward-thinking strategy aimed at providing customers even better service now and in the future.

Through its *Ennovations* initiative, the company plans to invest more than \$36 million in approximately 300 projects determined to have the greatest positive impact. Customers in targeted locations soon will be seeing more Entergy trucks and workers in their neighborhoods as part of the service strategy, which includes the installation of animal guards and lightning arrestors as well as the application of state-of-the-art inspection equipment designed to identify problems before they occur.

"At Entergy, we are eager for the future and the changes it will bring to the utility industry and to our communities," said company president Carolyn Shanks. "That's why we are working hard to surpass customer expectations today — to be better prepared to meet their needs tomorrow."

A key focus of *Ennovations* is on pre-emptive service strategies, which include the use of high technology to analyze outage data; to inspect lines, circuits and other equipment; and to ensure that work occurs in the most outage-prone areas. One example is the use of

infrared cameras that employ thermal imaging technology to seek out weaknesses in the system before they escalate into real problems.

Ennovations also brings online a state-of-the-art training center slated to open later this year. The 40,000-square-foot facility, featuring cutting-edge instruction modules, will train linemen and other workers on the latest practices for serving customers.

In addition, Entergy is doubling its tree-trimming efforts of 2006 to further reduce the risk of damage to lines, poles and equipment from falling limbs and trees. The company is also identifying dead or dying trees for removal. Many of these targeted trees suffered damage during Hurricane Katrina and were further

weakened by the dry summer of 2006.

"We know our customers count on us all day every day, whether they are making their first pot of coffee in the morning or accessing their computers during office hours or keeping the temperature in their homes comfortable while they sleep," said Shanks.

"Through *Ennovations*, Entergy is raising the bar on quality service," she said.

"We are pleased to be making these improvements which, in turn, will make life better for our customers."

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Entergy Earns Award for Offering Helping Hand

Ninth consecutive win sets industry record

Entergy crews were eager to offer assistance when back-to-back severe summer storms in Missouri and Illinois last July resulted in the loss of electricity for half a million Ameren utility company customers. Ameren had helped restore power in Entergy's territory following twin hurricanes Katrina and Rita in 2005.

"When it comes to storm restoration, Entergy would much rather give than receive."

The damages from the storms were the worst in both companies' histories. Entergy crews worked in the damaged Midwest areas for nine days helping get Ameren's power supply, and customers' lives, back to normal.

For that effort Entergy was awarded the 2006 Edison Electric Institute's Emergency Assistance Award. The company is the only utility to win the institute's Emergency Assistance or Emergency Response award every year the awards have been offered. This marks the ninth year in a row Entergy has been named a winner.

"We are pleased that we could return the favor of Ameren's assistance following Hurricanes Katrina and Rita," said Carolyn Shanks, Entergy Mississippi president. "When it comes to storm restoration, Entergy would much rather give than receive."

The Emergency Assistance award recognizes member companies that help

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Graphs on Bills Help Customers Understand, Gain More Control Over Energy Use

A new feature on Entergy Mississippi bills proves that when it comes to explaining energy use to customers, a picture can paint a thousand words.

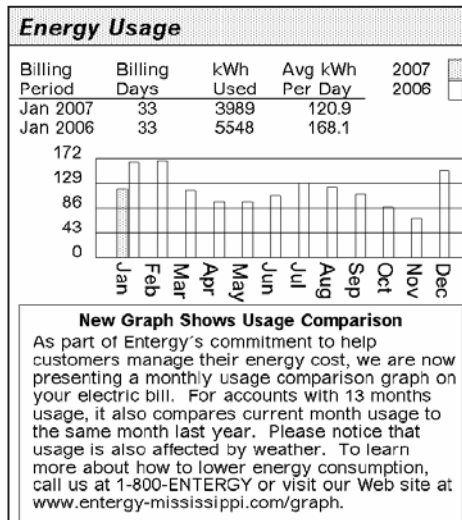
Beginning this quarter, Entergy bills will include a bar graph that depicts average electricity usage each month with comparisons to the same month last year. The graph is a fast and easy way for customers to learn energy usage patterns and make adjustments to increase the efficiency of their homes.

"Customers who understand their energy use can make more informed decisions on how to better control monthly costs," said Gloria Johnson, Entergy Mississippi's director of customer service. "The graph is an easy reference that presents the information in a format that will be more accessible to customers."

The new feature shows the amount of electricity in kilowatt-hours used during the current month and the amount used during the same month the previous year. The bar graph converts kilowatt-hours used per month into average kilowatt-hours used per day.

For customers who have evened out their monthly payments with Budget Billing or Equal Pay options, the bar graph shows actual electricity usage. Months in the current year are shown with shaded bars, and months in the previous year are shown with non-shaded bars.

The graph also demonstrates that energy use fluctuates over the year based on a number of variables, including weather, renovations and upgrades, the number of occupants in the house, and expansions or energy efficiency changes.



Last August, Entergy Mississippi conducted a pilot which printed the graphs on 300 bills and followed up with telephone surveys to determine customer reactions. An overwhelming majority found the graph to be a helpful addition to monthly bills.

Company representatives have been trained to explain the graph to customers and offer tips on energy efficiency, and a page has been added to Entergy Mississippi's Website to explain the graphs, located at www.entergy-mississippi.com/graph/.

"We're always looking for helpful new services and products that enhance the customer's experience with Entergy," Johnson said. "Sharing information is one of the most effective ways that we can educate our customers about their energy use and give them more control over their monthly power bills."

"Award" CONTINUED

other utilities restore service to the public promptly following a natural disaster. Winners journey hundreds — sometimes thousands — of miles to stricken areas, providing restoration workers; offering expert assistance rebuilding lines; replacing poles and equipment; and getting the lights back on. Emergency Response awards recognize companies for exceptional efforts restoring power in the wake of severe hurricanes and other storms that strike the company's own service territory.

Edison Electric Institute President Tom Kuhn praised Entergy for its work with Ameren. "Entergy has seen more than its share of weather-related damage during the past few years," said Kuhn. "Its employees have demonstrated terrific perseverance and fortitude, both in their own service territories and in the affected areas of neighboring utilities."

In 2005, Entergy won both awards for its restoration work following Hurricanes Wilma, Katrina, and Rita. This achievement was also unprecedented.

"We are pleased that Entergy continues to perform safely at levels that are outstanding in the industry," said Shanks. "But the biggest reward is the cheers that come from customers' houses when the lights come back on."

Entergy Currents

News for our Mississippi Customers

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"Service Improvement Initiative" CONTINUED

Shanks noted that Ennovations refocuses Entergy on its Beyond the Basics goals temporarily set aside during the recovery from Hurricane Katrina. Under that initiative adopted more than four years ago, Entergy's commitments included providing affordable electric rates and building stronger communities.

"The improvements Entergy is bringing about through Ennovations are well-planned, expertly executed actions designed to make a quality product even better," said Shanks. "These efforts will directly benefit customers by resulting in fewer outages."