



Entergy Mississippi Ready for 2006 Hurricane Season

Storm strategy strengthened by Hurricane Katrina response

With hurricane season approaching, Entergy Mississippi is using the many lessons learned from Hurricane Katrina to strengthen storm-response capabilities. More than 70 percent of Entergy Mississippi's customers were left without power after the storm hit last August 29.

"Entergy was able to restore power to all customers within 11 days," said Allen East, operations manager for Entergy Mississippi.



Upgrades to Entergy's weather radar service help storm teams prepare for hurricanes well in advance of landfall.

"In addition, we learned several new things about storm response during what was undoubtedly the most devastating event in our company's history."

Upgrades have been made to Entergy's weather radar service. In addition, Entergy has improved customer communications, restructured its customer service support emergency plan, strengthened its mutual system relationships with other utilities and enhanced its logistical support plan.

The upgrade of Entergy's weather radar service improves storm tracking by revealing

Katrina gave us the opportunity to learn how to better serve our customers in the event of another major storm.

real-time developing wind patterns and storm cells. The new technology makes it possible to more effectively dispatch advance repair crews to staging sites well before a storm hits to ensure quicker response.

Improved customer communications means Entergy Mississippi will provide more information to customers in the event of major outages. An on-line reporting system on Entergy's Web site will provide outage information and anticipated restoration times during major storm events like Hurricane Katrina.

In addition, the customer service center staff has been expanded

with agents who are highly trained in

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The sharing of ideas, experiences, and best practices improves storm response.



Entergy Corporate Headquarters Return to New Orleans

Primary Office Established in Jackson

Entergy recently announced that its corporate headquarters — displaced by Hurricane Katrina — is returning to New Orleans. The company also plans to establish primary business offices in other locations, including Jackson, to better align functional processes with business unit needs.

The majority of corporate employees began returning to work at Entergy's headquarters at 639 Loyola Avenue in New Orleans April 24. Others, including some with children attending out-of-town schools or who do not have a home to return to at the present time, will return later in the spring or early summer.

After Katrina struck August 29, most of the corporate center's 1,500 employees and contractors were temporarily relocated to Clinton, Miss.; The Woodlands, Texas; Little Rock, Ark. and other cities.

"We are happy to be going home and are energized about continuing to help rebuild

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Entergy Helps Attract Automotive Supplier to Greenwood

New industry brings 220 new jobs to Delta

The City of Greenwood and Entergy Mississippi have successfully recruited a new industry to the Delta.

Raybestos LLC, a wholly owned subsidiary of Indiana-based Raytech Corporation, will manufacture friction plates used in transmission and brake systems. Raybestos markets its products directly to automotive and heavy-duty original equipment manufacturers in North America.



A ribbon-cutting ceremony to welcome Raybestos Products Company was held in Greenwood on May 8, 2006.

"Entergy's commitment to helping grow Mississippi communities began more than 80 years ago," said Carolyn Shanks, president and CEO of Entergy Mississippi. "Our

enthusiasm stems from knowing that what is good for Mississippi is good for Entergy."

Raybestos is investing \$9 million in renovating and equipping space in the Greenwood Leflore Industrial Park.

To help with industrial recruitment efforts, Greenwood qualified for a grant through Entergy Mississippi's Business Investment Program, which also provides low-interest loans for economic development improvements.

Operations in the Greenwood facility will consist primarily of the assembly of parts comprised of steel cores and other specialty automotive materials produced by Raybestos. The company plans to begin production in the latter part of 2006 and will employ a workforce of 220.

"The automotive sector is continuing to focus on North Mississippi as a place to do business," said John Turner, director of economic development for Entergy Mississippi. "Having a supplier like Raybestos decide to locate in Greenwood will only serve to make this region a hot spot for future suppliers."

headquarters CONTINUED

the city and hope our decision — as disciplined as any we have ever made — will send a strong message the city is returning to its previous greatness," said J. Wayne Leonard, Entergy's chief executive officer.

Entergy's primary offices will include three that already exist. New Orleans, which in addition to corporate headquarters also will be the primary office location for the company's utility operations division, will remain the largest of the offices. It also will remain the home of the Entergy New Orleans utility. The Woodlands, Texas, which now has the primary offices of Entergy's System Planning and Fossil Fuel Operations, will add more jobs over time, particularly in finance services. Jackson, Miss., will eventually become more of an operations center, including the addition of certain transmission functions. Currently Jackson serves as the company's nuclear headquarters in addition to headquarters for Entergy Mississippi.

The two new primary offices will include a back-office transaction center in Hammond, La., that will handle tasks like billing and remittance processing, and an information technology operations center in Little Rock, Ark. All five of the eventual primary location cities already have Entergy offices and are in the company's four-state utility service area.

hurricane season CONTINUED

addressing customers' needs during storms when call levels can climb into the millions. Entergy has also arranged support from another utility that assisted with calls in the weeks following hurricanes Katrina and Rita.

Mutual assistance relationships with other utilities have also been enhanced through the sharing of ideas, experiences, and best practices.

These agreements enabled Entergy to call on service personnel from 20 states to aid in Katrina restoration.

One of Entergy Mississippi's

biggest challenges following Katrina was handling the logistical needs of more than 4,200 employees and contractors. Improved processes are now in place to lodge and feed thousands of workers needed for major storms. Also provided are better surpluses of fuel, water and ice.



Logistical processes to house and feed storm workers have been improved.

"Katrina gave us the opportunity to learn how to better serve our customers in the event of another major storm," said East. "We hope we never see anything like her again, but if we do, we're ready."

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