



Entergy Mississippi Encourages Wiser Energy Use This Summer

Utility warns of higher electricity costs as natural gas prices reach record levels

With many of the reasons behind higher prices at the pump now driving electricity rates up across the nation, Entergy Mississippi, Inc. is equipping customers with steps they can take to optimize their electricity usage this summer.



Natural gas prices, like gasoline prices, are up significantly, rising more than 120 percent in the last year. That means utilities across the nation that depend on natural gas to generate electricity are paying more for the fuel needed to power homes and businesses.

"We know these are challenging times for our customers with the price of gas, food and other necessities on the rise," said Gloria Johnson, customer service director for Entergy Mississippi. "Just as we are all making adjustments in these areas, we must now make wise choices regarding the use of electricity in light of these national challenges that are impacting us at the local level."

Johnson noted that Entergy Mississippi is working hard to provide customers with reliable electric service at the lowest rate possible by using a diverse fuel mix and by taking advantage of contracts that allow the company to purchase less-expensive power. The utility also offers several billing options to customers to help them manage their monthly budgets and offers energy saving

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customers can be powerful partners
in achieving a responsible solution
to rising energy costs."

tips on bill inserts, through community seminars and on the company Web site at www.entergy-mississippi.com.

Entergy Mississippi is also assisting elderly and disabled low-income customers through its customer assistance fund, which is administered by the Salvation Army and funded by Entergy employees, customers and shareholders. Donations to the fund can be made at www.entergy.com or by marking the donation box on your monthly bill.

"It is important for our customers to partner with us in controlling electricity costs by taking advantage of the solutions we offer," said Johnson. "While all of these measures will help make a difference, the most effective way to manage electricity bills is to manage electricity usage."

Customers can make a few simple changes to lower electricity consumption:

- Raise thermostats to 78 degrees during warmer months to reduce electricity use as much as 20 percent. Air conditioning can account for up to 55 percent of an average home's monthly bill.

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Entergy and Mississippi Take Another Step Forward

New legislation supports plan for meeting future energy needs

Working with Mississippi lawmakers and other utilities, Entergy Mississippi, Inc. has taken another step forward in its plan to meet the state's growing energy needs.

New legislation approved by the 2008 Legislature and signed by Gov. Haley Barbour helps pave the way for a possible new nuclear facility at the Grand Gulf nuclear site in Port Gibson.

"We are pleased that state leaders saw the potential benefits for our customers," said Carolyn Shanks, president and chief executive officer of Entergy Mississippi, Inc. "The new legislation opens opportunities for significant savings as we work to find better ways to meet the energy needs of the future."

Shanks noted that the legislation does not grant approval for utility companies to build power plants nor does it set or increase rates

"Having the option of additional nuclear power is good for our company, good for our customers, and good for Mississippi."

to customers for such plants. Rather, it gives new authority to the Mississippi Public Service Commission to allow utilities to seek "pay-as-you-go" financing on behalf of their customers during the planning, licensing, design, development and other early stages of construction if a decision to build a plant is made. Previously, costs and interest accumulated until a facility opened.

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Entergy Mississippi Celebrates Earth Day with Grants to Environmental Stewards

Program awards \$42,500 through utility's *Generation E* initiative

Four Mississippi organizations will share a total of \$42,500 in grants from Entergy Mississippi, Inc. for projects designed to positively impact the environment.

These Environmental Stewardship grants reflect an increase of nearly \$10,000 more than last year's awards, and underscore the utility's commitment to fostering environmental efforts in the communities it serves.

The additional funding comes as part of the company's *Generation E* initiative, launched in 2007, that is designed to promote Entergy's forward-thinking environmental efforts, including reducing greenhouse gas emissions, exploring alternative fuel sources, managing timber and wildlife resources, and developing educational programs.

This year's winners include: Mississippi Cultural Crossroads in Port Gibson, the Girl Scout Council of Middle Mississippi in

Brandon, the Clinton Community Nature Center in Clinton and the Mississippi's Lower Delta Partnership in Sharkey County. Projects will address such issues as habitat restoration, cleanup and beautification, and education.

"Each of these projects has a significant community impact and demonstrates a clear, ongoing benefit to the environment," said Ann Becker, manager of external affairs for Entergy Mississippi.

"That's really what the Environmental Stewardship Grant program is all about — fostering projects

The grant program is just one example of the many progressive actions Entergy Mississippi is taking under *Generation E*.

which help support the steps Entergy Mississippi is taking to protect the environment," she continued. "Preserving the environment is everyone's responsibility. This program forges partnerships with community organizations that share similar goals. By working together, we can help make a difference."

"...Wiser Energy Use..."

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- Seal leaky windows and doors with caulk and/or weather stripping.
- Conserve hot water by installing a timer that turns the heater off when no one is home.
- Use ceiling or box fans to circulate cool air.
- Turn off electronic equipment when not in use.
- Use energy efficient bulbs when replacing light bulbs. Entergy Mississippi recommends Energy Star qualified compact fluorescent light bulbs that use 70 percent less electricity and last up to 10 times longer than incandescent bulbs.

"It is important for our customers to partner with us in controlling electricity costs by taking advantage of the solutions we offer."

"While electricity remains a good value, no one wants to spend more than they have to for life's necessities or its luxuries," said Johnson. "By working together, Entergy Mississippi and its customers can be powerful partners in achieving a responsible solution to rising energy costs."

"...Another Step Forward..."

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The decision to build will be based on several factors, including construction costs, projected fuel costs, federal and state regulatory certainty and execution of contracts with key vendors, she said.

Support of the legislation is just one of the steps Entergy Mississippi is taking to address a rising shortfall of baseload power

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— the kind used to power homes and businesses day and night.

The utility obtained an early site permit from the Nuclear Regulatory Commission in 2007 and submitted a Construction and Operating License Application to the commission in February. Once approved, Entergy Mississippi must then review economic factors,

select a vendor and, most importantly, work with the MPSC to determine if a plant is in the best interest of customers.

"The process is much like completing your house plans and then deciding when you want to build," said Shanks. "Your plans have value regardless of when you decide to build."

The new law provides opportunities for utility companies to take advantage of federal incentives that encourage the construction of new generating facilities and attracting financial institutions to lend money toward the project.

In addition, Entergy Mississippi worked with legislators to address consumer concerns with a provision for rebates to customers if a construction project is canceled to the detriment of customers.

"As Mississippi grows, Entergy Mississippi is looking for the best ways to power our state's future," said Shanks. "Having the option of additional nuclear power is good for our company, good for our customers, and good for Mississippi."

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