



News for our Mississippi Customers

Old Capitol Green Takes Giant Step

Celebration applauds partnerships, introduces developer

The development of a new gateway to Mississippi championed by Entergy and a host of partners took a significant step forward with the announcement of Carlton Brown of Full Spectrum NY as the developer of the first four blocks of Old Capitol Green.

Brown will also oversee related projects which fall within the 16 blocks designated for development in downtown Jackson.

A celebration hosted recently by Entergy Mississippi in the heart of the proposed destination district also recognized partnering organizations from both public and private sectors. Honored guests were noted for the part each played in moving the dream of a vibrant entertainment, retail, residential and business development closer to reality.

The event also served as an official

hand-off of the project to Carlton Brown and Full Spectrum. Brown is a native Jacksonian and a graduate of Lanier High School and Princeton University. His company implements mixed-use developments in urban landscapes, most notably in

New York City, New Jersey and Connecticut.

"With this project, we're helping transform Jackson into a new 'front door' for Mississippi," said Carolyn Shanks, president of Entergy Mississippi. "States are defined by their largest cities, and by making our capital city a better place to live and

By making our capital city
a better place to live and work,
we can welcome a brighter future
for all of Mississippi.



Old Capitol Green developer Carlton Brown

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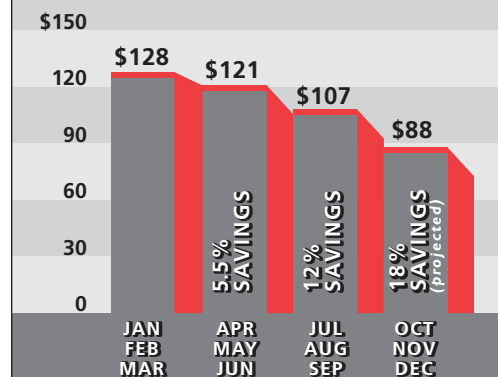
Shanks was joined by key players and supporters of the Old Capitol Green project, including Gov. Haley Barbour; Leland

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Celebrating the official announcement of Old Capitol Green are (from left to right) MDA Executive Director Leland Speed, Jackson City Council President Ben Allen, Gov. Haley Barbour, Entergy Mississippi President Carolyn Shanks, Full Spectrum Developer Carlton Brown, Jackson Mayor Frank Melton, and Entergy Mississippi Vice President Haley Fisackerly.

DOLLARS PER 1,000 KILOWATT-HOURS



Entergy Mississippi Announces Another Rate Reduction

Customers benefit from falling natural gas prices

Entergy Mississippi customers are getting another break from high energy costs thanks to an 18 percent rate reduction that took effect in October.

For the third time this year, Entergy has lowered electric rates due to falling prices in the global market for natural gas. Since March, a bill for a typical residential customer using 1,000 kilowatt-hours per month has fallen \$40 or 31.5 percent.

More than half of Entergy Mississippi's electricity is generated using natural gas.

"We are very pleased to share this news with our customers," said Carolyn Shanks, president and CEO of Entergy Mississippi. "Lower natural gas prices at the national level combined with Entergy's efforts to minimize the impact of fuel costs in Mississippi means that our customers are paying much less for electricity today than a year ago."

A typical residential bill decreased from about \$107 for every thousand kilowatt-hours used to about \$88. The rates will be in effect through the end of 2006.

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Entergy Mississippi Successfully Minimizes Storm Costs

Award of Community Development Block Grant reduces hurricane costs to customers

After bearing the brunt of last year's Hurricane Katrina, Entergy Mississippi customers are receiving some well-deserved relief from storm costs by way of a special Community Development Block Grant.

The \$81.4 million grant — championed by Gov. Haley Barbour and Sen. Thad Cochran — offsets the costs of restoring power to customers following the storm.

Hurricane Katrina, which plowed through Entergy Mississippi's service area on August 29, 2005, left nearly 75 percent of the company's customers without power.

The storm spurred the largest mobilization of resources in Entergy's history, resulting in power being restored to Mississippi customers in an unprecedented 11 days.

Since that time, Entergy Mississippi has been working hard to reduce the cost of that restoration — \$89.1 million — to customers.

That effort has resulted in the CDBG award which is earmarked for disaster relief, long-term recovery, and restoration of infrastructure in the areas most impacted by Hurricane Katrina.

"The announcement of this grant is great news for our customers, who have endured

so much in the wake of the greatest natural disaster our nation has ever experienced," said Carolyn Shanks, president and CEO of Entergy Mississippi. "It means that storm costs which would have been passed along in monthly bills will be covered through other means.

"We are pleased that our efforts to minimize the cost of restoration to customers have met with such resounding success," she added.

Community Development Block Grants are federal funds administered through the Department of Housing and Urban

Development and the Mississippi Development Authority. These funds may be used to acquire, construct, reconstruct, rehabilitate, or install the distribution lines and facilities of privately owned utilities.

Entergy Mississippi representatives worked closely with state officials to complete the application process and qualify for the grant, including a comprehensive audit and review of the company's storm costs by the Mississippi Public Service Commission and the Mississippi Public Utilities Staff.

In addition, the company worked with the Mississippi Legislature to develop a plan that addresses remaining storm costs by securing capital through low-interest government bonds.

"Special thanks go to Gov. Barbour, Sen. Cochran and other members of Mississippi's Congressional delegation, our state legislature, the Mississippi Development Authority, the Public Service Commission, and the Public Utilities Staff," said Shanks. "We greatly appreciate their diligence in helping secure these funds on behalf of our customers."

Storm costs which would have been passed along in monthly bills will be covered through other means.



"Old Capitol Green" CONTINUED

Speed, executive director of the Mississippi Development Authority; Jackson Mayor Frank Melton; John Lawrence, president of Downtown Jackson Partners; and other state leaders.

Each of the 40 civic leaders acknowledged came forth and set a brick in a wall which represented the foundation of Old Capitol Green.

Brown accepted the foundation as the development's first building block.

The first phase of the project targets an area south of the Old Capitol and the Pearl Street bridge, including the perimeter streets of State, South, Jefferson and Pearl.

"The work of many has resulted in quite an impressive foundation for this exciting project," said Shanks. "Now, it is the job of Carlton Brown to take this foundation and our dream and build Old Capitol Green."

"Rate Reduction" CONTINUED

One year ago, energy costs on many levels escalated. Nationwide, natural gas prices doubled, partly due to damage inflicted by hurricanes Katrina and Rita on natural gas wells, refineries and pipelines in the Gulf Coast region.

"Entergy has been working hard to reduce the impact of high natural gas prices on customers," she said.

The company employed a diverse fuel mix to power its generating plants and practiced hedging, which locks in low rates on natural gas purchases.

In addition, Entergy launched a public awareness campaign to help customers control electricity costs. "By asking our customers to take a few simple steps to maximize the benefits of their usage, we were able to manage through this difficult time together," she said.

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