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ENTERGY MISSISSIPPI, INC.

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For Immediate Release

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Entergy Mississippi Inc. Announces \$500 Million Investment in Transmission System

Projects represent major investments in customer reliability

Jackson, Miss.--Entergy Mississippi, Inc. today announced its investment of approximately \$500 million in upgrading and bolstering transmission facilities within the state between 2006 and 2013.

These projects represent the completion, initiation and planning of major phases in Entergy Mississippi's comprehensive plan to upgrade, improve and strengthen its transmission system.

From 2006 through 2008, Entergy Mississippi completed and put into service new substations, upgraded substation equipment and upgraded transmission lines representing nearly \$90 million in investments. In 2009, that number was more than \$38 million.

During the years from 2010 through 2013 the company expects to invest an additional \$376 million-plus in further upgrades and expansions. While the number of jobs created is not yet known, these investments represent a positive impact on Mississippi's economy through dollars spent on both contractors and materials necessary to complete these projects.

"We're excited about these improvements for many reasons. It shows our commitment to the state and to bringing low-cost, reliable power to our customers," said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. "We spent significant time and effort analyzing and designing the most cost-efficient solutions that provide the greatest benefits to our customers, while at the same time helping improve reliability and meeting the power demands the future will surely bring."

The investments will contribute to customer reliability by providing redundant routes of electrical service so that if there is a transmission line fault, the number of customers affected will be greatly reduced. Additionally, many of these projects provide stronger power ties to alternative sources. By having more sources, new ways to move power and flexibility in the system to adapt to changing conditions, system operators have more ways to provide service under widely varying load conditions.

"These improvements and upgrades are based on carefully conducted planning studies that analyze and anticipate electricity demand," said Fisackerly.

"These are good examples of wisely planning for the future."

"These improvements illustrate our commitment to strengthen and expand our transmission system here in Mississippi to meet the new demands of an evolving national energy policy," Fisackerly added.

Throughout the planning, design and construction phases, Entergy teams worked closely with local and state government officials, permitting agencies, regulatory bodies and communities where these projects were built.

While the company's transmission engineering and construction group spearheaded these projects, multiple departments within the company worked together to bring these projects to reality. Regulatory, customer service, distribution and economic development employees, among others, all played important roles in getting these projects designed, planned, approved and built.

Projects include new substations, equipment upgrades at existing substations, upgrading transmission lines, new transformers, voltage regulators and other items that will bolster and strengthen the company's transmission system. Projects are located throughout the Entergy Mississippi service territory.

Entergy Mississippi, Inc. provides electricity to more than 433,000 customers in 45 counties. It is a subsidiary of Entergy Corporation. Entergy Corporation is an integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, and it is the second-largest nuclear generator in the United States. Entergy delivers electricity to 2.7 million utility customers in Arkansas, Louisiana, Mississippi and Texas.

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