



Entergy

External Talk Points

Subject: Entergy Faces ‘Perfect Storm’

Date: May 9, 2011

Contact:

Background:

The combination of damage from recent storms, current flood conditions, unusually high demand from higher temperatures and routine scheduled maintenance is challenging the ability of Entergy utilities in Arkansas, Louisiana, Mississippi and Texas to meet customer demands for power.

Entergy utilities have already reduced demand by curtailing power sales to some industrial and wholesale customers with whom they have special agreements.

This is a very unique situation and Entergy companies are facing significant challenges. Entergy is working to import purchased power. However, it is important that our customers are aware that we could face power shortages until these conditions improve.

Customers are encouraged to conserve energy to help lessen the risk for power curtailment and the severity of any necessary curtailment.

Key Messages:

Storm damage, current flood conditions, unusually high demand due to high temperatures and routine maintenance are challenging the ability of Entergy’s southern utilities to meet customer demands for power.

- Entergy has already reduced demand by curtailing power sales to some industrial and wholesale customers with whom we have special agreements.
- We’re working to import purchased power.
- Damage to Entergy’s transmission facilities in Arkansas from April storms makes operating the undamaged parts of the company’s four-state system a challenge until repair and restoration are complete.
 - Massive resources are focused on getting them back into service, but it remains a huge, labor-intensive project.

- Entergy is required to meet the National Electric Safety Code for transmission line clearance and the floods are challenging the companies' ability to do so.
 - The threat of Mississippi River flooding means some generating plants along the river, and some distribution and transmission lines, may be restricted or taken offline due to limited transmission availability across the system.
- Unseasonably high temperatures are creating additional demands on the power grid as customers use more electricity to cool their homes and businesses.
- Some plants are already offline for routine scheduled maintenance in preparation for summer's peak demands.

Customers are encouraged to conserve energy to help lessen the risk for power curtailment and the severity of any necessary curtailment.

Additional Points:

Some ways customers can reduce their energy usage include:

- Set your thermostat to 78 or the highest comfortable temperature
- When using window units, shut doors to unused rooms, and close floor or wall registers used for heating.
- Keep air conditioner filters clean. Aluminum mesh filters should be washed and fiberglass filters should be replaced monthly.
- Leave storm windows and doors closed when the air conditioner is on.
- Close shades and drapes on the sunny side of the house during the day to keep light and heat out.
- Don't block air vents with curtains, shades or furniture.
- Keep the cool air in your home circulating with ceiling, oscillating or box fans. Circulating air makes you feel cooler and allows you to set your thermostat higher.
- Use kitchen and bathroom exhaust fans to remove excess heat and humidity caused by cooking, laundering and bathing.

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