

Notice of Intent to Conduct the July 2009 Baseload RFP

As of July 24, 2009, Entergy Services, Inc. (“ESI”) is providing notice to interested suppliers that it intends to conduct a July 2009 Request for Proposals for Baseload Supply-Side Resources (“July 2009 Baseload RFP”), which is being conducted by ESI on behalf of Entergy Louisiana, LLC, Entergy Gulf States Louisiana, L.L.C., Entergy Texas, Inc., Entergy Mississippi, Inc., and Entergy New Orleans, Inc. ESI currently plans to post its July 2009 Baseload RFP on or about July 29, 2009, with such postings to be made on the following website:

<https://emo-web.no.entergy.com/ENTRFP/index.htm>

Proposals will be due on August 14, 2009. ESI intends to seek up to 350 MW of flexible baseload capacity from existing resources with a three-year delivery term beginning January 1, 2010.

ESI is seeking baseload resources from the following two products: (i) baseload product with scheduling flexibility, *which is preferred*; and (ii) firm liquidated damages 7x24 must-take product.

As part of this RFP, ESI will be market testing a self-supply alternative. The self-supply alternative consists of a cost-based purchase of approximately 336 MW of wholesale baseload capacity from Entergy Arkansas, Inc.

ESI has selected Potomac Economics as the sole Independent Monitor for its July 2009 Baseload RFP.

Entergy competitive affiliates will not be eligible to participate in this RFP, and no self-build options are being considered.