An aerial satellite-style photograph of a hurricane over the ocean. The hurricane's eye is visible in the upper center, surrounded by a dense, swirling cloud structure. The surrounding ocean is a deep blue, with some whitecaps visible. The entire image is framed by a white border.

Entergy's response
to Hurricane
Katrina...
and her evil twin,
Rita.

Economic and human costs of Hurricane Katrina:

- More than 1,600 lives were lost.
- More than 2,000 missing.
- More than 300,000 homes destroyed.

Economic and human costs of Hurricane Katrina:

- More than 780,000 people displaced.
- More than 18,000 businesses shut down.
- 80 percent of New Orleans flooded.



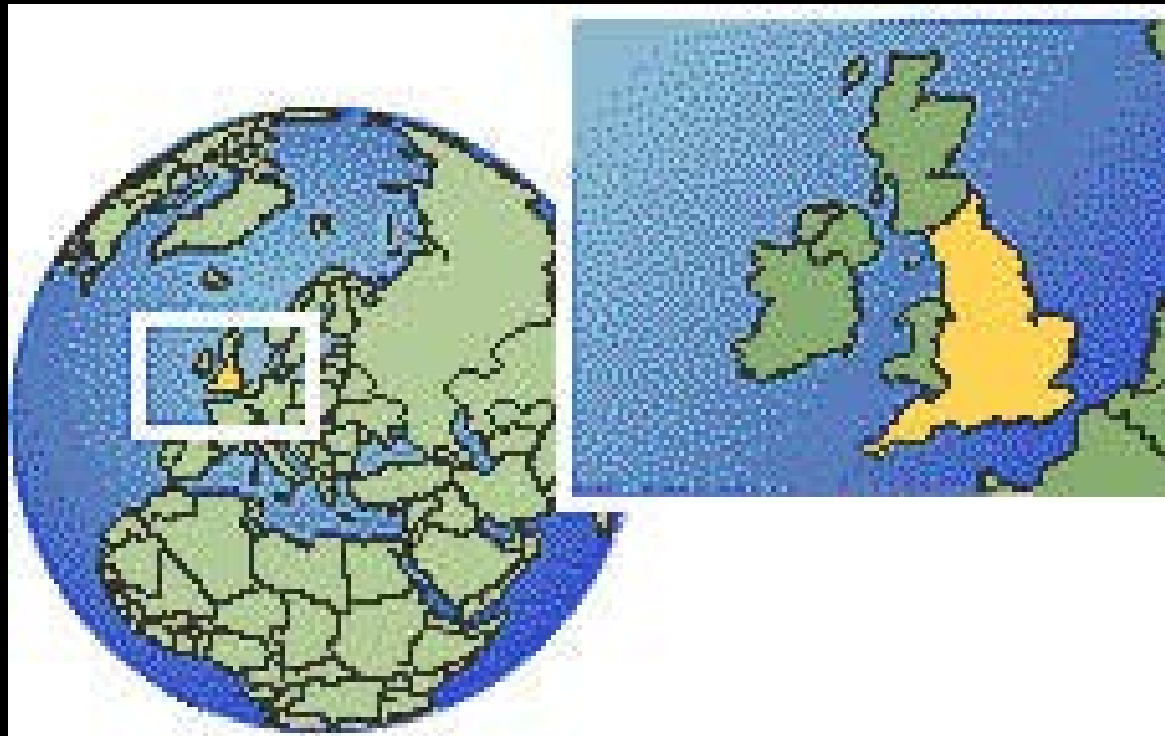
1.8 Million Entergy Customers
Lost Power.





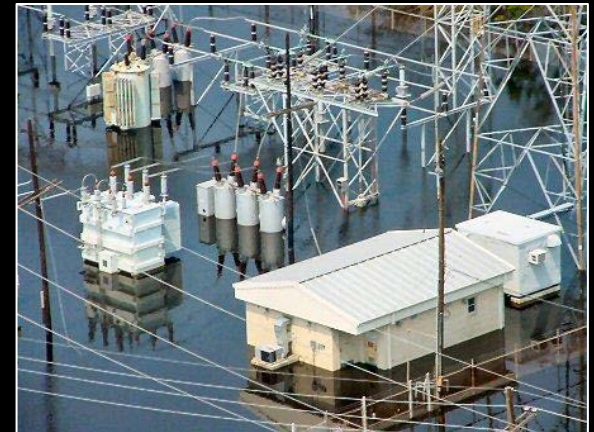
- More than 1,500 employees displaced.
- Friends and family scattered, many were missing.
- More than 500 employees lost homes.

Katrina/Rita's devastation zone totals
90,000 square miles -- more than
Great Britain.

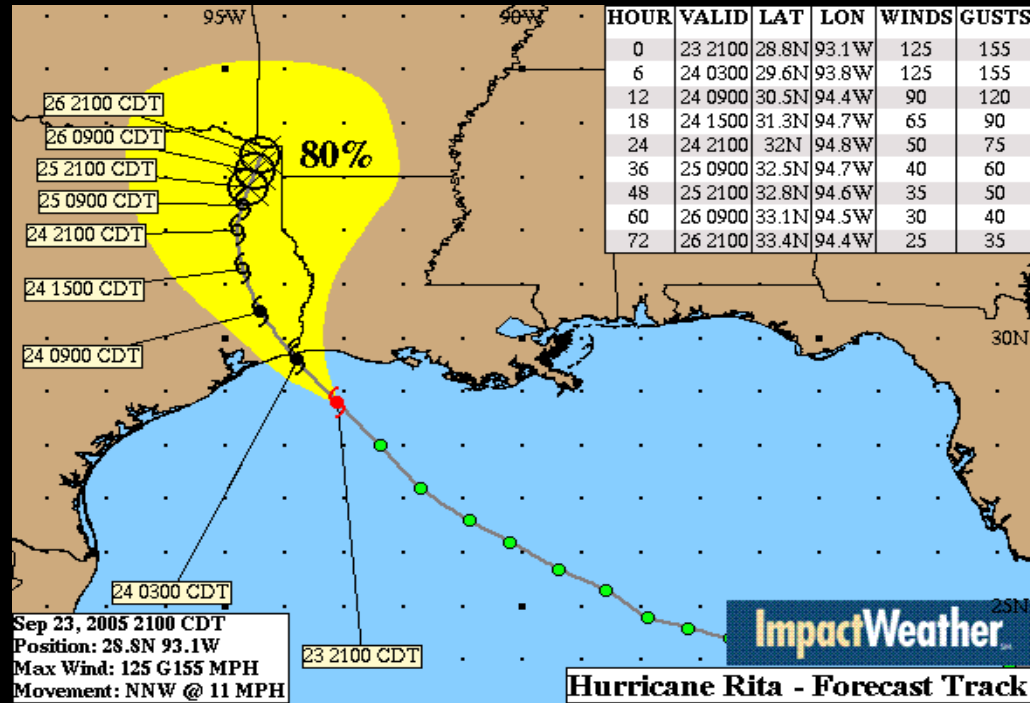


Katrina's unique challenges...

- Corporate HQ evacuated.
- Employees' homes destroyed.
- Resources pre-dedicated to Florida.
- Civil unrest in New Orleans.
- Flooded gas facilities.
- Severe flooding.
- Communications knocked out.
- Massive scale/logistics challenge.
- Gasoline/Diesel shortages.



...were followed by Rita.



...and Rita's challenges.

- Second worst storm in company's history - 800,000 outages.
- Massive damage to transmission system; generation plants damaged & isolated.
- Three days of rolling blackouts for 142,000 Texas customers.
- Exhausted workforce.
- Another huge logistical challenge.
- Material shortages following Katrina.



Restoration Results

- Repaired 75,000 miles of transmission and distribution lines.
- Handled more than 3 million calls.
- Coordinated, clothed, housed and fed more than 23,000 workers.
- Restored critical IT systems.
- Coordinated evacuation of corporate headquarters and 1,500 employees.



**Responding
to
Low Income
Customers**



KATRINA: THE STORM WE'VE ALWAYS FEARED

The Times-Picayune



50 CENTS (99¢ YEAR) NO. 225

FRIDAY, SEPTEMBER 2, 2005

NUMERICAL EDITION

'HELP US, PLEASE'

AFTER THE DISASTER, CHAOS AND
LAWLESSNESS RULE THE STREETS



KATRINA: THE STORM WE'VE ALWAYS FEARED

DESPERATION AND DESTRUCTION



CONVENTION CENTER. A mother holds her baby close as she begs for the outside world to bring her food and milk for her child. Thousands of people gathered in the Ernest N. Morial Convention Center Thursday, waiting for officials to approve their requests for food, water or other necessities.

Three days after Hurricane Katrina devastated the New Orleans area, the victims of the storm and those striving to help them are still reeling from the effects of the aftermath.



KATRINA: THE STORM WE'VE ALWAYS FEARED

The Times-Picayune

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MONDAY, SEPTEMBER 5, 2005

HURRICANE EDITION

7th DAY OF HELL

A week of horror ends with more evacuations and uncertainty



By Ron Talbot and Gordon Russell
Staff writers

In a city in dire need of some divine intervention from the most catastrophic week in its history, the first post-Katrina Sunday in New Orleans was infused with the sounds of military helicopters and sporadic gunfire instead of filling hymns and Gospel readings.

On the seventh day of this disaster of biblical proportions, the last evacuees from the fifth conditions of the Superdome and the Convention Center moved with New Orleans to the makeshift state of the buses taking them to their safe havens for now.

In the city they finally left behind, churches were empty, schools did not open, Sunday services were not held and the Saints, the football team, were said to be pondering their own evacuation, possibly a permanent one, to San Antonio, Texas.

Utility workers made their first foray into New Orleans to begin the gargantuan task of assessing the damage to the city's electrical system. Their arrival was a glimmer of encouragement in the eyes of despair that some from those charged with rebuilding the city.

Meanwhile, in adjacent Jefferson Parish, authorities braced for a Labor Day invasion of evacuees expected to return for a first look at their homes.

Search and rescue operations were still in progress in Mid-City and other parts of town.

Law enforcement agencies fielded about 1,000 distress 911 calls Saturday from people still trapped in areas of buildings surrounded by water, State Police said Sunday.

For the city's police officers in

KATRINA: THE STORM WE'VE ALWAYS FEARED

The Times-Picayune



50 CENTS

SATURDAY, SEPTEMBER 5, 2005

HURRICANE EDITION

FIRST WATER, NOW FIRE

Blazes turn parts of besieged city into an inferno



NEW ORLEANS: A chemical plant in the 3400 block of Chartres Street burst after exploding 34 days. Given the lack of firefighting resources in a city without water, a potentially greater threat was the fire that erupted in a low-rise sandwich shop nestled among hotels and office towers in the heart of the Central Business District, just yards from the sprawling Marriott's New Orleans Casino.

Bush stunned
by condition



More guns,
buses, relief

KATRINA: THE STORM WE'VE ALWAYS FEARED

The Times-Picayune



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THURSDAY, SEPTEMBER 9, 2005

HURRICANE EDITION

CLEAR OUT OR ELSE



A Black Hawk helicopter rescues people in the S.M. Cooper housing development Wednesday in New Orleans as one man returns to his apartment. Police and soldiers dispersed across the city, cautions remaining residents to evacuate, and officers suggested they were would force them out. "We have thousands of people who want to voluntarily evacuate at this time," NOPD Superintendent Ladin Capriano said. "Once they're all out, then we'll reevaluate our forces on mandatory evacuation."

Flow of

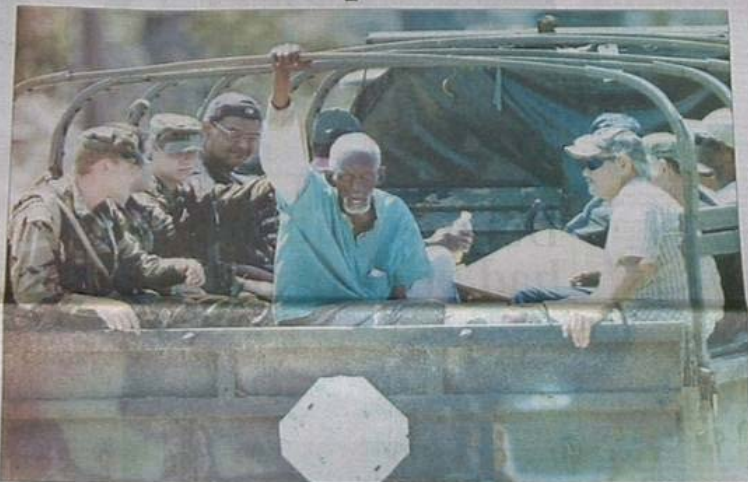
KATRINA: THE STORM WE'VE ALWAYS FEARED

The Times-Picayune

FRIDAY, SEPTEMBER 8, 2005

MISSISSIPPI EDITION

After hell, high water holdouts pried loose



Shel Walker, who left his home on Chef Menteur Highway, rides down Poydras Boulevard to shelter with members of the Oklahoma National Guard. There were no reports of what police and military authorities have promised since midweek: that soon, storm encouragement will shift to evacuation by force.

Appeals
for troops



Few souls remain
in shell of a city

SUNDAY



KATRINA:
THE STORM WE'VE
ALWAYS FEARED

The Times-Picayune

\$1.50

SUNDAY, SEPTEMBER 4, 2005

MISSISSIPPI EDITION

After five days, thousands of anguished
storm victims finally have a reason for hope

HELP AT LAST



INSIDE • MUSICIANS KNOW WHAT IT MEANS TO MISS NEW ORLEANS

The Times-Picayune



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WEDNESDAY, SEPTEMBER 27, 2005

BY TABERNY EDITION

DAY 23
BOOKPICKS
The official
guide to the
metropolitan
area
736

St. Bernard's
County
back to
work
See 3-7

Parishes
handling
evacuees
of New
Orleans
See 3-5

Protesters
boycott
New Orleans
buildings
See 3-4

United
Service
foraging
at
See 3-4

New Orleans
man pulled
from house
with
See 3-6

Federal
court
ruling
See 3-6



Gov.
Roberts
ignoring
state's
order
See 3-4

Storm
evacuees
in
See 3-4

RATTLED BY RITA

NEW ORLEANS
City fears flooding
from passing storm

HOUSTON
New Orleans refugees
evacuated once again

FLORIDA
Category 2 hurricane
rakes the Keys



STAFF PHOTO BY JEFF GARDNER

Hurricane Katrina evacuee Eric Robins loads his car Tuesday outside the Pelican Arms in Houston, while his mother, Glenna, feeds his daughter, Marlysh. After being told there was a mandatory evacuation for Hurricane Rita, Robins said he was taking his family to an apartment he found in Houston, instead of going to an Arkansas military base.

*It's déjà vu for 4,000
evacuees in Houston*

HURRICANE RITA
Evacuation of Category 3 Tropical Storm

*Storm whips into Gulf,
heads toward Texas*



HURRICANE RITA

FLOODED AGAIN

Breach in Industrial Canal inundates Lower 9th Ward, Arabi

WATER SEEPING INTO GENTILLY FROM LONDON AVENUE CANAL

SOUTHWEST LOUISIANA, TEXAS PREPARE FOR HURRICANE RITA'S WRATH TODAY



Water surges through patched levee breach into the Lower 9th Ward after repairs to the Industrial Canal levee erode on Friday, as Hurricane Rita adds to Hurricane Katrina's destruction. (AP PHOTO BY KYLE ANDERSON)

Latest hurricane washes away signs of renewal

Weakened Rita heads for Texas

KATRINA: THE STORM WE'VE ALWAYS FEARED

The Times-Picayune

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FRIDAY, SEPTEMBER 2, 2005

HURRICANE EDITION

'HELP US, PLEASE'

AFTER THE DISASTER, CHAOS AND
LAWLESSNESS RULE THE STREETS



It didn't have to be this way.

Child poverty rate in Pre-Katrina
New Orleans was 2 times higher
than national average.



- Louisiana ranks 48th out of 50 states in household income.
- Household income in New Orleans trails U.S. average by 30%.



New Orleans residents were 21% less likely to own their homes.



New Orleanians were 3 times less likely to own a vehicle than average Americans.



Entergy's Low Income Initiatives

- Launched in 1990.
- 20 – 30% customers live at or below poverty line.
- \$631 million dollars in annual revenue.



ELECTRIC PERSPECTIVES

“The Most Important Customer”

Wayne Leonard
CEO Entergy Corporation

Sept./October 2002

BEAR WITNESS TO ONE OF NATURE'S GREATEST FORCES.

The power of hope.



Volunteer worker gives comfort and hope.

Our hearts go out to them. Our thoughts are with them. But what they really need, is our donations. That's why Entergy has established a fund to help those who were impacted by Hurricane Katrina. The fund, called the Power of Hope, will be used to help disaster victims rebuild their lives in the aftermath of the storm. Entergy Corporation has started the fund with a corporate contribution of \$1 million.

As Entergy continues the largest power restoration in our company's history, we are equally concerned about reaching out to help our neighbors restore their lives.

Together, we can rebuild and put this storm behind us. Because the power of Katrina is no match for the power of hope.



Katrina Disaster Aid



Tax-deductible contributions can be sent to:

The Power of Hope Fund
Foundation for the Mid South
134 East Amite Street
Jackson, MS 39201

Contributions will also be accepted at www.powerofhope.com

Power of Hope Fund Launched.

Power of Hope Fund

- Benefitted employees and customers.
- Focus was on helping rebuild.
- Partnered with the Foundation for the Mid South.
- 100% of all donations provided direct aid to victims.



Fund Raised \$4.2 million in Hurricane Recovery Aid.

- Entergy donated \$1.6 million.
- Donors included individuals, employees, shareholders, and vendors.
- Many utilities – TXU Corporation and the Federation of Japanese Electric Companies.



Power of Hope Fund

- Grants were awarded on the basis of need as funds were available.
- More than 30,000 applications received.
- Foundation for Mid South processed and reviewed all applications.





- 67 non-profits awarded \$618,500.
- 4,000 families awarded grants totaling \$3.6 million.
- Grants ranged from \$500 to \$10,000.

Advocacy

- Lobbied for emergency LIHEAP funds.
- CEO Wayne Leonard sent personal appeal for release of funds.
- Pres. Bush released \$27.25 million for that purpose.

Advocacy

- Washington LIHEAP Action Day.
- \$1 billion in additional funding released.
- Working closely with LI advocates to make sure funds are spent.
- Educating customers to make sure they know funds are available.
- Automated outbound calling to LI households.

Customer Billing

- Payment deferment on balances due.
- Waived deposit fees.
- 1.6 million payment extensions.
- 2 month moratorium on disconnects.
- Moratorium in New Orleans remained in place for more than 10 months.

Open Communication

- Letters to 3,000 low income advocates.
- Summits/meetings: Arkansas, Baton Rouge, Beaumont.
- Survey of advocates' post Katrina needs.
- Information mailings to low income customers.

Holiday Direct Mailing

- \$154,000 raised.
- 43% increase in total donations over '04.
- 32% increase in the average gift.
- 40% increase in average response rate.

Partners

- AARP
- Consumer Federation of America
- Consumer's Union
- National Community Action Foundation
- National Consumer Law Center

Fast Forward 2016

First you make a roux...

- We knew that there would be no rebuild if we did not do a successful job in restoring the critical infrastructure that supported the city. That meant electricity, it meant gas, it meant water, it meant levees.
- But it also meant being willing to invest deeply in affordable housing, education, sustainability, and asset creation.

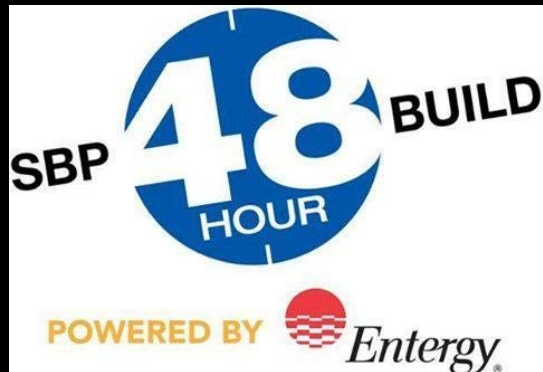
Katrina @10. The Power of Hope.



Affordable Housing



Entergy and its employees partnered with nonprofit organizations to help build or rebuild 1,300 single-family or multi-family homes destroyed in Hurricane Katrina.



Public School Transformation

- Entergy's investment > \$10 million.
- On-time high school graduation rates have increased 55% to 73%.
- College enrollment is up 37% to 59%.
- Student performance scores have doubled.
- ACT scores have increased by almost 2 pts.
- Number of failing high schools has gone from 38 percent to zero.

Sustainability



- Entergy partnered with the City and Louisiana Public Health Institute to create 100 miles of new bike lanes and pedestrian walk ways.
- New Orleans is now in the top 10 cities for bicycle commuting.

Sustainability



- Entergy partnered with NIKE corporation to create the New Orleans Solar Schools Initiative.
- 25 kW solar demonstration projects installed at Warren Eaton, Akili Academy, International School and Math and Sci High.

Building Assets/Creating Wealth

Entergy teamed up with United Way of Greater New Orleans to create a post-hurricane Individual Development Account program to provide matched savings accounts for low income families.

- More than 400 individuals opened IDA savings accounts.
- *183 families have become first time homeowners.*
- 54 have purchased completed vehicle purchases.
- 191 have completed homebuyer training.
- 310 have completed financial literacy classes.
- The program has resulted in \$20 million in asset purchases.
- There have been zero foreclosures.

New Orleans Then:

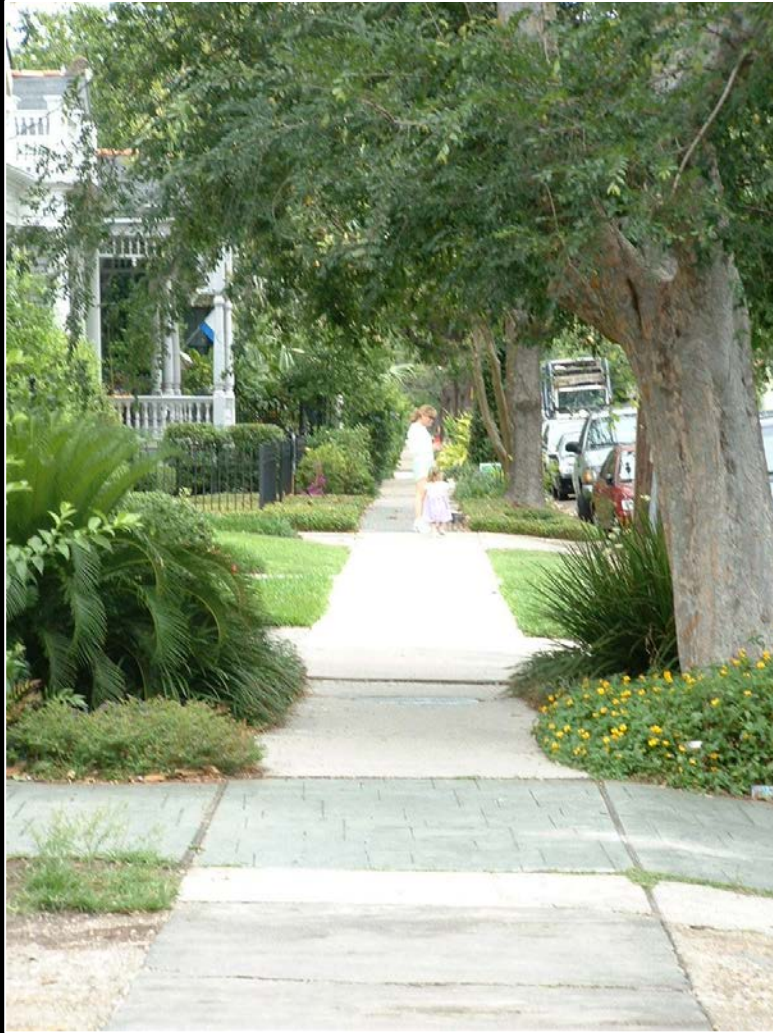
NEAUC Conference 2005

And now:

NEAUC Conference 2016

We Have An Unprecedented Opportunity...





To create a
new
New Orleans
where neighbor-
hoods are safe...



**Where
businesses
can be
successful...**



**Where
schools can
excel...**

Where children will thrive...



Where families can realize the American Dream



of Home Ownership

Where the environment is respected...



Top 10 Lessons Learned

- Have a plan.
- Set expectations.
- Partner with others.
- Communication.
- Technology.
- Never be afraid to ask for what you want.
- Know your limits.
- Be flexible.
- Be patient.



Take care of your employees



#WePowerLife

