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Entergy Mississippi's 2010 Residential Rate: 28 Percent Below the U.S. Average
Residential rates continue to be low in 2011

JACKSON, Miss.— A recently completed analysis of 2010 electricity prices for 160 operating companies shows that Entergy Mississippi Inc.'s residential electric rate for 2010 was the lowest in the South and was 28 percent below the U.S. average. That's according to rate information from the U.S. Energy Information Administration, an arm of the Department of Energy.

Entergy Mississippi's lowest residential electric rate for 2010 was \$83.68 for 1,000 kWh of electricity. The U.S. average in 2010 was \$115.64 for the same amount. The average residential customer uses 1,000 kWh of electricity each month. Because electric rates can vary during the year, the report compares a company's lowest rate during that time span.

In addition, average rates for customers of Entergy Mississippi, Inc. have declined considerably since 2008 when the natural gas market peaked.

"That's good news for our customers. Even better news is that this trend has continued in 2011 as natural gas prices remain low," said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. "Fuel makes up more than half of a customer's electric bill, so we constantly monitor fuel prices and take advantage of contracts that let us purchase less-expensive power.

"We also use a diverse mix of fuels to keep costs as low as possible."

In 2008, Entergy Mississippi's lowest residential price for 1,000 kWh of electricity was \$103.84. In 2010, the lowest price for the same amount of electricity from Entergy Mississippi was \$83.68, or 19.4 percent less than in 2008.

During the same time frame, the U.S. average rose 2.7 percent, from \$112.63 in 2008 to \$115.64 in 2010.

Entergy Mississippi, Inc. provides electricity to more than 435,000 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.

-30-

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