

**June 27, 2012**

**Notice of Intent to Issue a Request for Proposals  
2012 Baseload RFP**

**Entergy Services, Inc.'s 2012 Baseload RFP** - Entergy Services, Inc. ("ESI") hereby provides notice to interested parties that it intends to issue a Request for Proposals for Long-Term Supply-Side Stable Price Baseload Resources on behalf of one or more of Entergy Gulf States Louisiana, L.L.C., Entergy Louisiana, LLC, Entergy Mississippi, Inc., Entergy New Orleans, Inc., and Entergy Texas, Inc. (the "RFP").

ESI expects to seek a total of up to 150 MW of baseload capacity, capacity-related benefits, energy, and related products (including ancillary services) under the RFP. The minimum quantity of capacity that could be offered into the RFP would be 50 MW. Deliveries could start no earlier than January 1, 2013, and no later than December 31, 2013. Procurement of the resource would be accomplished through a stable price power purchase agreement ("PPA"). The delivery term for the PPA(s) would be a minimum of ten (10) years up to life of unit.

Technologies eligible to participate in the RFP would consist of those from existing resources that are capable of operating in a generally continuous baseload mode, such as solid fuel (*e.g.*, coal, nuclear, petcoke) and combined-cycle natural gas turbine technologies.

ESI intends to post draft RFP documents in mid-July 2012 and final RFP documents in mid-August 2012. Postings will be to ESI's RFP Website, <https://spofossil.entergy.com/ENTRFP/SEND/2012Rfp/Index.htm>. Proposals may be due as early as mid-September 2012. All referenced time periods are subject to change.

As part of the RFP process, ESI will be market-testing a self-supply alternative. The self-supply alternative will be a cost-based purchase of 59 MW from Entergy Arkansas, Inc.'s share of the Grand Gulf Nuclear Station and will be considered an alternative to any proposal submitted in response to the RFP.

ESI's competitive affiliates will not be permitted to participate in the RFP.

Questions about this notice and/or the RFP can be directed to the RFP Administrator at [esirfp1@entergy.com](mailto:esirfp1@entergy.com). ESI has engaged Ms. Elizabeth Benson of Energy Associates to serve as the Independent Monitor ("IM") for the RFP. Both ESI and Ms. Benson encourage open communication between the IM and market participants as needed. Ms. Benson can be reached via email at [erbens@aol.com](mailto:erbens@aol.com)