

The Louisiana Public Service Commission ("LPSC") Staff has scheduled a Technical Conference for Wednesday, August 18, 2010 at 10:00 a.m. CST at the LPSC, Galvez Building, Natchez Room, First Floor, 602 N. Fifth St., Baton Rouge, Louisiana 70802 regarding Entergy Services, Inc.'s ("ESI") upcoming Request for Proposals for Long-Term Renewable Generation Resources ("2010 Renewable RFP").

Immediately following the LPSC Technical Conference, ESI has scheduled a Bidders' Conference with all interested parties for purposes of discussing and clarifying issues relating to the RFP. It is estimated that the Bidder's Conference will end at 2:00 p.m. All Bidders who plan to attend the Bidders' Conference (either in person or by teleconference) are asked to notify ESI by electronic mail no later than Tuesday, August 10, 2010. The notification should be sent to the RFP Administrator at esirenewable@entergy.com and should include the following information:

- Company Name of the Prospective Bidder
- Name(s) and Telephone Number(s) of Individual(s) Representing the Prospective Bidder
- Method of Participation (in person or by phone)

In addition, all correspondence related to the 2010 Renewable RFP should be directed to esirenewable@entergy.com

Thank you for your interest in ESI's 2010 Renewable RFP.