

Date: July 31, 2006
For Release: Immediately **DRAFT DRAFT**
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News Release

Entergy Makes Aggressive Commitment to Energy Efficiency Joins New National Action Plan

New Orleans, La. – U.S. consumers could save hundreds of billions of dollars on their utility bills over the next 10 to 15 years through greater use of cost-effective energy efficiency. Entergy is joining more than 50 leading organizations across the U.S. and adopting a new National Action Plan for Energy Efficiency to meet the nation’s growing demand for energy in our homes, buildings and industries.

The action plan, if fully implemented, could help defer the need for 40 new 500 megawatt-power plants, avoid the greenhouse gas emissions equivalent to those of over 35 million vehicles, lower the costs of air pollution controls and reduce prices for natural gas. To achieve these goals, the leaders challenge other energy users and stakeholders to join them in implementing the elements of the plan.

Spanning utilities, their regulators and energy users, the leaders have outlined recommendations for consideration including: making energy efficiency a high priority resource; treating energy efficiency like coal, natural gas, nuclear and other energy resources in energy plans; promoting long-term, stable program funding to deliver cost-effective efficiency to consumers; broadly communicating the benefits of efficiency; and aligning utility incentives and ratemaking processes to promote investments in efficiency. These recommendations build

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upon best practices from successful efficiency programs already operating in many areas to remove barriers that have limited utilities and customers from pursuing cost-effective energy efficiency resources.

The National Action Plan for Energy Efficiency was released today at the National Association of Regulatory Commissioners summer meeting in San Francisco. The plan was developed by a leadership group that includes 23 electric and gas utilities, seven state utility regulators and more than 30 other organizations.

Entergy Corporation supports the action plan recommendations for overcoming barriers to energy efficiency and spurring greater investment through the following commitments:

- Investigate energy efficiency as a cost-effective resource for the Entergy System.
- Continue ongoing commitment to broadly communicate the benefits of and opportunities for energy efficiency through programs such as:
 - Entergy's ENsight Web site.
 - Entergy's Energy Star partnership.
 - Weatherization programs for low income customers.
 - Energy benchmarking information provided through our electronic newsletter "Powerful Solutions Online."
- Promote sufficient, timely and stable program funding to deliver energy efficiency where cost-effective through our efforts to:
 - Support the New Orleans Energy Efficiency Program.
 - Investigate passage and implementation of public benefits funding in Louisiana.
- Continue ongoing commitment to meet 10 percent of new energy demand in EGSI Texas jurisdiction through energy efficiency.

- Supporting a statewide collaboration to explore greater investment in energy efficiency resources in Arkansas.

The National Action Plan brings together leading energy sector organizations representing different stakeholder perspectives to determine how best to promote greater investment in energy efficiency by the customers of electric and gas utilities – covering most of the energy used in American homes, buildings and industries or about 60 percent of the natural gas and electricity used nationwide. This collaborative approach is essential as greater investment in energy efficiency requires a concerted effort by customers, utilities, regulators, states and other stakeholders. The recommendations appear in full in the Action Plan Executive Summary which is available [at www.epa.gov/cleanenergy/eeactionplan.htm](http://www.epa.gov/cleanenergy/eeactionplan.htm).

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. Entergy has annual revenues of more than \$10 billion and approximately 14,000 employees.

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Entergy's on-line address is www.entergy.com