

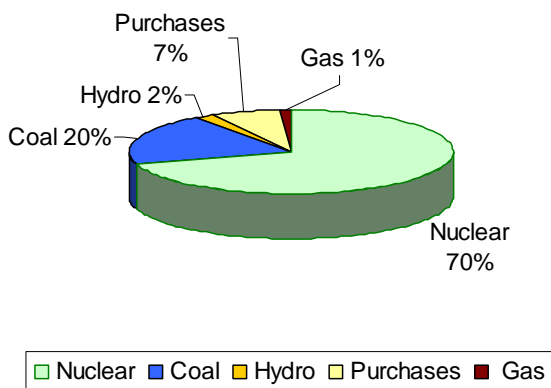
***Before you take your next step...***

***learn how Entergy can help reduce your carbon footprint.***

**"Leading** corporations focusing on new business location decisions no longer consider traditional cost factors exclusively. Environmentally responsible companies carefully evaluate the impact of their indirect CO<sup>2</sup> emissions (emissions by their electric provider). Therefore, the generation profile of their electric provider is vastly important. With a generation portfolio of 70% nuclear, Entergy Arkansas is strategically positioned to deliver the only economically viable, CO<sup>2</sup>-free power source," said Michael Maulden, Director of Economic Development of Entergy Arkansas, Inc.



**2009 Generation Sources**



**Entergy Arkansas, Inc. is a national leader in low cost nuclear generation.**

Nuclear power is **CO<sup>2</sup>-free** and its **price stability** is unmatched in the electric utility industry. Clean power at stable prices provides customers of Entergy Arkansas with a unique competitive advantage in the face of future uncertainties such as federal climate legislation, carbon taxes, natural gas spikes, etc.

Additionally, if alternative energy sources like solar, wind or geothermal are important to you, then your company should benefit from our program that allows qualified customers who install alternative generation sources the ability to obtain credits for the energy they supply to the grid.



**On an emissions-per-megawatt-produced basis**, Entergy is one of the cleanest utilities in the U.S.. In 2001, Entergy partnered with Environmental Defense and became the **first domestic utility to voluntarily enact a five-year plan to reduce greenhouse gas emissions to 2000 levels**. Entergy beat the original target by 23 percent while increasing sales 21 percent during the same period.

**For more information contact Russell Harris or Chris Marsh at 1.883.301.5861 or visit [www.entergy-arkansas.com](http://www.entergy-arkansas.com)**

