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News Release

Second Harvest Food Bank of Greater New Orleans and Acadiana Receives \$25,000 Grant from Entergy's Louisiana Utilities

Nonprofit was top vote-getter in Entergy's The Power to Care Facebook Challenge

Lafayette, La. –Second Harvest Food Bank of New Orleans has started 2011 with a \$25,000 grant from Entergy Louisiana, LLC and Entergy Gulf States Louisiana, L.L.C. that will help provide an additional 100,000 meals to Louisianans in 23 parishes, including Acadia, Iberia, Lafayette, St. Landry, St. Martin and Vermillion parishes.

The grant was given to Second Harvest Food Bank for being the top vote-getter among five Louisiana charities in Entergy's inaugural The Power to Care Facebook Challenge, which awarded a total of \$165,000 to 25 charitable organizations in Entergy's four-state service territory.

“One in eight people in our community struggles with hunger,” said Natalie Jayroe, president and chief executive officer of Second Harvest Food Bank. “It’s not just those who live in poverty who need our help, but also the working poor who may not meet the federal measurement for poverty but who are struggling nonetheless. We are seeing more and more families forced to choose between paying for housing or utilities, purchasing medication or putting food on the table. We are extremely grateful for Entergy’s commitment to the fight against hunger and to be a recipient of a Power to Care grant.”

The \$25,000 will help Second Harvest Food Bank distribute additional meals to needy seniors, families and children through the 13 Lafayette area member agencies including

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Acadiana Outreach Center Inc, First Assembly of God, Saint Joseph Diner and United Christian Outreach.

“Entergy is honored to give this grant to a group of individuals dedicated to one of our community’s most critical missions – the eradication of hunger,” said Bill Mohl, president and CEO of Entergy’s Louisiana utilities. “No one should have to choose between life’s most basic essentials – shelter, medical needs, utilities or food. We want to help ensure those choices don’t have to be made by our customers or others in the community. That’s why Second Harvest Food Bank’s mission is one we are proud to support as a company, and one to which I am personally and deeply committed.”

Mohl was appointed to Second Harvest Food Bank of Greater New Orleans and Acadiana’s board of directors as of January 2011. “Being entrusted to serve on the board is a privilege that goes right to the heart of what I, and what Entergy’s employees, believe – that it is our responsibility to give back to the community and to help create better lives for all those challenged daily with making ends meet,” said Mohl.

The Power to Care Challenge ran from early October through Dec. 31, 2010, and allowed anyone with a Facebook account to vote twice a month for one of five charities. Similar competitions were held in Entergy’s service territory in Arkansas, Mississippi, New Orleans and Texas.

In Louisiana, Second Harvest Food Bank edged out its competitors in the final hours of the challenge on New Year’s Eve by just 11 votes – garnering a total of 1,333 votes – to secure the \$25,000 grant. Each of the runners-up – America’s WETLAND Conservation Corps, Catholic Charities Archdiocese of New Orleans, Louisiana Wildlife and Fisheries Foundation and St. Bernard Project, Inc. – received a \$1,000 grant from Entergy.

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The Power to Care is a companywide program at Entergy that devotes employee, shareholder and customer donations to helping low-income, elderly or disabled customers pay their energy bills in times of financial distress. The Power to Care Facebook Challenge was launched through social media to expand the message of help for individuals in need and highlight the critical work of 25 community organizations.

“We were very pleased with the response to the challenge, which engaged tens of thousands of Facebook users in voting and dialogue about the important initiatives of these organizations,” said Mohl. “We look forward to additional opportunities in the future that will highlight and contribute to the many worthwhile organizations that serve critical needs in our communities.”

Entergy encourages nonprofits and members of the community to continue posting their updates and news on The Power to Care Facebook page ([facebook.com/thepowertocare](https://www.facebook.com/thepowertocare)). A random drawing will be held each month to select the ‘post of the month.’ Winning agencies will receive a \$1,000 grant.

Last year Entergy Corporation and the Entergy Charitable Foundation awarded grants totaling more than \$15.8 million to almost 3,000 nonprofit organizations.

Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, education, advocacy and disaster response. Annually, Second Harvest serves approximately 263,000 people through 240 nonprofit and faith-based agencies across 23 south Louisiana parishes – from the Mississippi border to the Texas state line. In any given week, nearly 42,000 people access emergency food services through Second Harvest Food Bank member agencies. Second Harvest Food Bank is an affiliate corporation of Catholic Charities Archdiocese of New Orleans and a member of Feeding

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America. To learn more about Second Harvest Food Bank or donate food, money or time, please visit www.no-hunger.org.

Entergy's Louisiana utility companies serve more than one million customers through the operating companies Entergy Louisiana, LLC and Entergy Gulf States Louisiana, L.L.C. With operations in southern, central and northeastern Louisiana, the companies are part of Entergy Corporation's electric system serving 2.7 million customers in Louisiana, Arkansas, Mississippi and Texas.

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Identification for the attached check presentation photo:

Photo #1 – (right to left) Natalie Jayroe, president and chief executive officer of Second Harvest Food Bank of Greater New Orleans and Acadiana, and Bill Mohl, president and CEO of Entergy's Louisiana utilities.

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