

ENTERGY CORP /DE/  
Form 425  
March 13, 2012

IBEW/Entergy/ITC Meeting  
Jackson Office  
March 13, 2012  
Filed by Entergy Corporation Pursuant to Rule 425  
Under the Securities Act of 1933

Subject Company: Entergy Corporation  
Commission File No. 001-11299

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Entergy Forward-Looking Information

Entergy Forward-Looking Information

In this communication, and from time to time, Entergy makes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Except to the extent required by the

federal securities laws, Entergy undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

Forward-looking statements involve a number of risks and uncertainties. There are factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements, including (i) those factors discussed in Entergy's Annual Report on Form 10-K for the year ended December 31, 2011 and other filings made by Entergy with the Securities and Exchange Commission; (ii) the following transactional factors (in addition to others described elsewhere in this presentation and in subsequent securities filings) involving risks

inherent

in

the

contemplated

transaction,

including:

(1)

failure

to

obtain

ITC

shareholder

approval,

(2)

failure

of

Entergy and its shareholders to recognize the expected benefits of the transaction, (3) failure to obtain regulatory approvals necessary to consummate the transaction or to obtain regulatory approvals on favorable terms, (4) the ability of Entergy, Transco and ITC to obtain the required financings, (5) delays in consummating the transaction or the failure to consummate the transaction, (6) exceeding the expected costs of the transaction, and (7) the failure to receive

an

IRS

ruling

approving

the

tax-free

status

of

the

transaction;

(iii)

legislative

and

regulatory

actions;

and

(iv)

conditions of the capital markets during the periods covered by the forward-looking statements. The transaction is subject to certain conditions precedent, including regulatory approvals, approval of ITC's shareholders and the availability of financing. Entergy cannot provide any assurance that the transaction or any of the proposed transactions related thereto will be completed, nor can it give assurances as to the terms on which such transactions will be consummated.

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Additional Information and Where to Find It

Additional Information and Where to Find It

ITC and Transco will file registration statements with the Securities and Exchange Commission ( SEC )  
registering shares of ITC common stock and Transco common units to be issued to Entergy shareholders in

connection  
with  
the  
proposed  
transactions.

ITC  
will  
also  
file  
a  
proxy  
statement

with  
the  
SEC  
that  
will  
be  
sent  
to  
the  
shareholders  
of  
ITC.

Entergy  
shareholders  
are  
urged  
to  
read  
the  
prospectus  
and/or  
information  
statement

that will be included in the registration statements and any other relevant documents, because they contain important information about ITC, Transco and the proposed transactions. ITC shareholders are urged to read the proxy statement and any other relevant documents because they contain important information about Transco and the proposed transactions. The proxy statement, prospectus and/or information statement, and other documents

relating  
to  
the  
proposed  
transactions  
(when  
they  
are  
available)

can  
be  
obtained  
free  
of  
charge

from the SEC's website at [www.sec.gov](http://www.sec.gov). The documents, when available, can also be obtained free of charge

from  
Entergy  
upon  
written  
request

to  
Entergy  
Corporation,  
Investor  
Relations,  
P.O.  
Box  
61000  
New  
Orleans,  
LA  
70161

or by calling Entergy's Investor Relations information line at 1-888-ENTERGY (368-3749), or from ITC upon written request to ITC Holdings Corp., Investor Relations, 27175 Energy Way, Novi, MI 48377 or by calling 248-946-3000.

This communication is not a solicitation of a proxy from any security holder of ITC. However, Entergy, ITC and certain of their respective directors and executive officers and certain other members of management

and  
employees  
may

be  
deemed

to  
be  
participants  
in  
the  
solicitation

of  
proxies  
from  
shareholders

of ITC in connection with the proposed transaction under the rules of the SEC. Information about the directors and executive officers of Entergy, may be found in its 2011 Annual Report on Form 10-K filed with the SEC on February 28, 2012, and its definitive proxy statement relating to its 2011 Annual Meeting of Shareholders filed with the SEC on March 24, 2011. Information about the directors and executive officers of ITC may be found in its 2011 Annual Report on Form 10-K filed with the SEC on February 22, 2012, and its definitive proxy statement

relating to its 2011 Annual Meeting of Shareholders filed with the SEC on April 21, 2011.



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Welcome, introductions

Safety moment

Why are we here?

Background on ITC

What's going to happen next and when?

What should employees know and do?

Questions and answers

Our Agenda

Our Agenda

4  
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Safety

5  
5  
5

What is happening and why

What is happening and why

Entergy to spin-off and merge its electric transmission business into ITC

Leadership will include:

Mike Vaughn, vice president, asset management, reporting to Riley.

Mark McCulla, vice president, reporting to executive vice president and chief business officer, ITC.

ITC will integrate approximately 750 positions from Entergy, assume operations of Entergy transmission and transmission-related facilities

Targeting completion of the transaction in 2013, subject to customary closing conditions and necessary approvals

ITC regional headquarters to be in Jackson, Miss.; ITC corporate headquarters to remain in Novi, Mich.

ITC to become one of the largest electric transmission companies in the U.S., with subsidiaries from the Great Lakes to the Gulf Coast

Rick Riley, appointed to a senior executive position with responsibility for transmission business system operations (equivalent of chief operations officer for transmission business), reporting to the chairman, president and CEO of ITC.

Entergy has been pursuing this course of  
Entergy has been pursuing this course of  
action for over a decade  
action for over a decade

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Increases flexibility of Entergy's investment alternatives  
Protects credit quality of Entergy and its OpCos  
Supports efficient infrastructure investment  
Improves access to capital for Entergy's transmission business  
Entergy Customers and Other Stakeholders  
Entergy Customers and Other Stakeholders  
to Benefit From Independent Transco

to Benefit From Independent Transco

Combines best operating practices of both Entergy and ITC  
Brings ITC's experience and track record of safe and reliable  
operations to ensure continued strengthening of overall grid  
performance

Leverages Entergy employees  
knowledge and experience and

fully utilizes Entergy's world-class storm restoration process  
Provides singular focus on transmission system performance,  
planning and operations

Aligns with national policy objectives to facilitate investment in  
regional and inter-regional transmission, advance open access  
initiatives and promote access to competitive energy markets

Financial

Flexibility  
and Growth

Operational  
Excellence

Independent  
and

Transparent  
ITC Model

7



Complete independence (divestiture)  
Today s Announcement Builds on Key  
Today s Announcement Builds on Key  
Strategic Objectives  
Strategic Objectives  
Why a Transco?  
Singular focus in one critical area

Substantial investment

Technological change

--As presented 11/8/2011

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Protects / improves credit quality of Operating Companies

Consistent with Congress and FERC direction

Investment

needs

>

depreciation

level

Why This Transaction?  
Why This Transaction?  
Addresses Inefficient Transmission Framework  
Addresses Inefficient Transmission Framework  
Transmission infrastructure  
development in the U.S.  
historically has been focused

primarily on connecting  
load and resources  
within control areas,  
with little interregional or  
national perspective

In contrast,  
U.S. Electric Power Transmission Grid

More than 211,000 high voltage  
transmission line miles

Operated by 140 control areas  
(ownership is even more fragmented)

Source: FEMA

kV

kV

115

115

138

138

161

161

230

230

345

345

500

500

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Introduction to ITC Holdings Corp.  
Introduction to ITC Holdings Corp.  
Presentation to Entergy Employees  
Presentation to Entergy Employees  
Jon Jipping, Executive Vice President  
Jon Jipping, Executive Vice President  
& Chief Operating Officer

& Chief Operating Officer  
December 2011  
December 2011

Safe Harbor Language & Legal Disclosure

This  
presentation  
contain  
certain  
statements  
that

describe  
ITC  
Holdings  
Corp.  
( ITC )  
management s  
beliefs  
concerning  
future  
business  
conditions and prospects, growth opportunities and the outlook for ITC s business, including ITC s business and the electric t  
industry  
based  
upon  
information  
currently  
available.  
Such  
statements  
are  
forward-looking  
statements  
within  
the  
meaning  
of  
the  
Private  
Securities  
Litigation  
Reform  
Act  
of  
1995.  
Wherever  
possible,  
ITC  
has  
identified  
these  
forward-looking  
statements  
by  
words  
such  
as  
anticipates ,  
believes ,  
intends ,  
estimates ,



expects ,  
projects  
and  
similar  
phrases.

These  
forward-looking  
statements  
are  
based  
upon

assumptions ITC management believes are reasonable. Such forward-looking statements are subject to risks and uncertainties which may cause ITC's actual results, performance and achievements to differ materially from those expressed in, or implied by, these statements, including, among other things, (a) the risks and uncertainties disclosed in ITC's annual report on Form 10-K and ITC's quarterly

Form  
10-Q  
filed  
with  
the  
Securities  
and  
Exchange  
Commission

(the  
SEC )

from  
time  
to  
time  
and  
(b)  
the  
following  
transactional  
factors

(in  
addition to others described elsewhere in this document and in subsequent filings with the SEC): (i) risks inherent in the contemplated transaction, including: (A) failure to obtain approval by the Company's shareholders; (B) failure to obtain regulatory approval to consummate the transaction or to obtain regulatory approvals on favorable terms; (C) the ability to obtain the required financing to consummate the transaction or the failure to consummate the transactions; and (E) exceeding the expected costs of the transaction due to legislative and regulatory actions, and (iii) conditions of the capital markets during the periods covered by the forward-looking statements. Because ITC's forward-looking statements are based on estimates and assumptions that are subject to significant business, economic and competitive uncertainties, many of which are beyond ITC's control or are subject to change, actual results could be materially different from all or all of ITC's forward-looking statements may turn out to be wrong. They speak only as of the date made and can be affected by ITC might make or by known or unknown risks and uncertainties. Many factors mentioned in this document and the exhibits hereto in ITC's annual and quarterly reports will be important in determining future results. Consequently, ITC cannot assure you that the results or forecasts expressed in such forward-looking statements will be achieved. Actual future results may vary materially. Except as required by law, ITC undertakes no obligation to publicly update any of ITC's forward-looking or other statements, whether as a result of future events, or otherwise.

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financing. ITC cannot provide any assurance that the proposed transactions related thereto will be completed, nor can it give as the terms on which such transactions will be consummated.

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Safe Harbor Language & Legal Disclosure  
ITC  
and  
Mid  
South  
TransCo  
LLC

( TransCo )  
will  
file  
registration  
statements  
with  
the  
SEC  
registering  
shares  
of  
ITC  
common  
stock  
and  
TransCo  
common  
units  
to  
be  
issued  
to  
Entergy  
Corporation  
( Entergy )  
shareholders  
in  
connection  
with  
the  
proposed  
transactions.  
ITC  
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also file a proxy statement with the SEC that will be sent to the shareholders of ITC. Entergy shareholders are urged to read the  
and/or  
information  
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that  
will  
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the  
registration  
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and  
any  
other  
relevant

documents,  
because  
they  
contain  
important information about ITC, TransCo and the proposed transactions.  
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ITC,  
TransCo  
and  
the  
proposed  
transactions.  
The  
proxy  
statement,  
prospectus  
and/or  
information  
statement,  
and  
other  
documents  
relating  
to  
the  
proposed  
transactions  
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can  
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at  
www.sec.gov.

The  
documents,  
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available,  
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obtained  
free  
of  
charge  
from  
Entergy  
upon  
written request to

Entergy Corporation, Investor Relations, P.O. Box 61000 New Orleans, LA 70161

or by calling Entergy's Investor Relations

information line at 1-888-ENTERGY (368-3749), or from ITC upon written request to ITC Holdings Corp., Investor Relations  
Way, Novi, MI 48377 or by calling 248-946-3000

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of proxies from shareholders of ITC in connection with the proposed transaction under the rules of the SEC. Information about  
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Overview of ITC

ITC is an independent transmission-only company headquartered in Novi, Michigan

Originally formed when Detroit Edison divested its transmission assets in 2003

Became publicly traded in 2005

Rapid growth through acquisition of the Michigan Electric Transmission Company in 2006 and ITC Midwest in 2007

Business model is singularly focused on owning, operating and maintaining transmission

Actively developing transmission infrastructure required for reliability needs and emerging long-term energy policy

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Leading Transmission Platform

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Further establishes ITC as the leading transmission platform in the U.S.

Largest electric utility based on total transmission net PP&E & peak load served

Transmission Business

\* Excludes contract work force

\*\* ITC, ETR & Pro forma ITC net PP&E as of 9/30/2011 based on GAAP, all other amounts per June 30, 2011 FERC Form 1  
Network System Peak Load

26,100 MW

28,000 MW

Service Area

Seven states

including

footprint in Michigan, Iowa,

Minnesota, Illinois,

Missouri, Kansas &

Oklahoma

Four states

including

footprint in Arkansas, Texas,

Louisiana and Mississippi

Total Transmission Miles

Approximately 15,100

miles

Approximately 15,700 miles

9/30/2011 Net PP&E

\$3.2 billion

\$3.1 billion

RTO Membership

MISO & SPP

Currently Independent

Coordinator of Transmission

with anticipated full transition

to MISO by December 2013

Full Time Equivalent

Employees

Approximately 450\*

Approximately 750\*

Net transmission PP&E (\$bn)\*\*

Why ITC?

Experienced transmission leadership team

Track record of regulatory success

Delivery on prior acquisitions and successful integration of new systems into ITC business model

Demonstrated ability to build and manage infrastructure

invested \$2.3 billion of capital in our systems since 2004

Well established and experienced in MISO and SPP RTOs

Benefits of independence

financial, operational, regulatory

Commitment to excellence and doing the right thing

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Operational Excellence

Culture at ITC supports our vision to be the best transmission company in the country

Fundamental focus on:

Safety

Reliability

Compliance

Project Execution

People

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Results affirm our  
direction

Employee Impacts:

You will not be moving to Michigan; ITC committed to maintaining local

presence

By and large, do not anticipate significant changes to existing organizational structure

Need to maintain focus on quality operations

As the holding companies integrate, there may be changes in some operational functions

After closing, efforts will be focused on transitioning operations from Entergy

and integrating other functions as necessary

Former Entergy businesses will be separate business entities, although the focus will be to combine operations, processes and procedures, to capture the best practices of each company

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What's going to happen next, and when?

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What's next?

What's next?

Transaction subject to several approvals, including: Entergy's retail

regulators, FERC, ITC shareholders .

Entergy and ITC will form a team to address business and organizational issues, as well as employee matters.

Next steps for that team will be communicated to you in the near future.

More  
information  
will  
be  
provided  
for  
employees  
on  
a  
Web  
page  
on  
the  
intranet.

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Pathway to Completion

Pathway to Completion

Required Approvals

Required Approvals

Jurisdiction / Authority

Approval(s)  
Entergy retail  
regulators  
(APSC, LPSC, MPSC,  
PUCT, CCNO)

Change of control of transmission assets

Authorization to incur debt in some jurisdictions  
FERC

Change of control of transmission assets

Establishment of new regulatory construct for new  
ITC subsidiaries

Authorization for operating company financings  
Hart-Scott-Rodino Act  
(DOJ / FTC)

Pre-merger notification to review potential antitrust  
and competition issues  
IRS Private Letter  
Ruling

Ruling regarding tax-free treatment of the distribution  
of Mid South TransCo LLC (new Holdco)  
ITC shareholders

Merger

Amendment to ITC Articles of Incorporation to  
increase the number of authorized shares

Authorization for issuance of greater than 20% of  
outstanding shares  
Approvals Required\*

\*Approvals may be required in Missouri and Tennessee due to limited assets in those territories. Approval may be required in

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What should employees know and do  
as a result of this announcement?

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What to know, what to do

What to know, what to do

From today to transaction close, Entergy will run its business separate and apart from ITC, focused on achieving existing business outcomes

and objectives.

You continue to report to your current supervisor, who will be responsible for priorities and work plans for your group, and for working with you on performance and career development.

Employees should focus on the business at hand:  
Providing safe and reliable service.



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Do not have detailed breakdown on employees moving to ITC.

Groups with some workforce movements to ITC: Energy Delivery,

Information Technology, some grid support employees in Utility Operations, some employees in Supply Chain.

ITC does not now operate in Louisiana, Arkansas, Mississippi, Texas.

We anticipate the vast majority of employees moving to ITC will remain at current work sites.

As with any merger, it is inevitable that there will be some movement.

ITC will assume and honor collective bargaining agreements for all bargaining employees who move to the new company.

Outsourcing of any support functions has not been evaluated.

Employee Matters

Employee Matters

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24  
24

Entergy and ITC have formed a joint implementation team to address business and organizational issues, as well as employee matters.  
Transmission Spin-off/Merger Update

Transmission Spin-off/Merger Update

Very strict legal requirements governing how and when we communicate information, so we ask for your patience.

Entergy will continue efforts to move to MISO.  
Joe Domino as the PMO Lead for ETR, Jon Jipping for ITC  
Currently in the Analysis Phase  
Then will transition to the Design Phase, followed by the  
Implementation Phase

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Questions and answers