



Entergy Arkansas, Inc.
Regulatory Affairs
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VIA ELECTRONIC MAIL

July 22, 2010

Ms. Pat Murphy
Tennessee Regulatory Authority
460 James Robertson Parkway
Nashville, TN 37243-0505

filed electronically in docket office on 07/22/10

Re: In the Matter of the Application of Entergy Arkansas, Inc. for
Approval of Changes in Rates for Retail Electric Service
TRA Docket No. 10-00001

Dear Ms. Murphy:

In follow-up to our earlier conversation today, attached for filing electronically in this Docket is a copy of Entergy Arkansas, Inc.'s (EAI) Notice of Public Hearing published on July 20, 2010, in the West Memphis, Arkansas *Evening Times* notifying EAI's Tennessee customers of EAI's July 26, 2010 hearing at 1:00 p.m. in the Hearing Room on the Ground Floor at 460 James Robertson Parkway, Nashville, Tennessee.

When EAI receives the notarized proof of publication from the newspaper, we will follow up with a filing of that document.

If you have any questions, please do not hesitate to call me at 501-377-4338.

Sincerely,

A handwritten signature in cursive script that reads "David E. Hunt".

David E. Hunt
Manager, Regulatory Affairs

Attachment

PUBLIC NOTICE

Notice of Public Hearing. The Tennessee Regulatory Authority (TRA) has scheduled a public hearing in Docket No. 10-00001 to consider Entergy Arkansas, Inc.'s (EAI) Petition and the Arkansas Public Service Commission's (APSC) Decision on the revised rate schedules and tariffs for electric service which were approved by the APSC for all EAI's retail classes of customers in Arkansas. EAI requests the same general retail rate changes for EAI's Tennessee retail customers living on the west side of the Mississippi River between Marion, Arkansas and Blytheville, Arkansas. EAI traditionally charges the same rates for its Tennessee retail customers as its approximately 690,000 Arkansas retail customers, subject to approval of the TRA.

The TRA has scheduled a public hearing for Monday, July 26, 2010 at 1:00 p.m. (CDT) during the TRA Authority Conference and it will be conducted in the Hearing Room on the Ground Floor at 460 James Robertson Parkway, Nashville, Tennessee. The matter will be heard by the voting panel of Chairman Mary Freeman, Director Eddie Roberson, Director Sara Kyle and Director Kenneth Hill and will be conducted in accordance with the Tennessee Uniform Administrative Procedures Act. All parties are entitled to be represented by counsel. Members of the public may submit written comments or participate by presenting oral comments during the hearing. At the commencement of the hearing, the panel will consider the APSC's decisions and the compliance tariffs filed by EAI in this Docket on July 12, 2010.

The rate increase/(decrease) for each rate class under consideration is as follows:

Residential	3.05%
Small General Service	11.66%
Large General Service	11.66%
Lighting	(0.81%)

The rate schedules reflecting the rate changes may be found at <http://www.entergy-arkansas.com> www.entergy-arkansas.com or "<http://www.apscservices.info/tariff.asp>" www.apscservices.info/tariff.asp.

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012 HAPPY BIRTHDAY