

BEFORE THE TENNESSEE REGULATORY AUTHORITY

NASHVILLE, TENNESSEE

September 3, 2010

IN RE:)	
)	
APPLICATION OF ENTERGY ARKANSAS,)	DOCKET NO.
INC. TO INCREASE RATES FOR RETAIL)	10-00001
ELECTRIC SERVICE)	

ORDER ADOPTING DECISION OF ARKANSAS PUBLIC SERVICE COMMISSION

This matter came before Chairman Mary W. Freeman, Director Eddie Roberson and Director Kenneth C. Hill of the Tennessee Regulatory Authority (the "Authority" or "TRA"), the voting panel assigned to this docket, at the regularly scheduled Authority Conference held on July 26, 2010 for consideration of Entergy Arkansas, Inc.'s ("Entergy" or the "Company") *Application* for approval of changes in rates for retail electric power filed on January 5, 2010. Entergy's filing with the Authority was a copy of the *Application* that had been filed with the Arkansas Public Service Commission ("APSC") in APSC Docket No. 09-084-U.

BACKGROUND

Entergy provides electric service to approximately 687,500 customers, nineteen of which reside in Tennessee. Due to the small percentage of Tennessee customers, it has been the position of the TRA to allow the APSC to investigate and conduct rate case hearings and to determine the appropriate rates for Entergy. After the APSC ruling is made, Entergy files the rates adopted in Arkansas seeking the Authority's approval of the rates in Tennessee.

On February 3, 2010, the Authority filed its *Order Convening a Contested Case and Appointing a Hearing Officer*. On June 23, 2010, in APSC Order Number 20, the APSC

approved Entergy's compliance tariffs, to be effective the first billing cycle of July 2010. The approved tariffs reflect approved rate increases listed by rate class as follows:

Residential	3.05% Increase
Small General Service	11.66% Increase
Large General Service	11.66% Increase
Lighting	-0.81 % Decrease
Total	7.13% Increase

On July 12, 2010, Entergy filed the same tariffs with the TRA, requesting approval by the Authority. Entergy further requested a tariff effective date of July 30, 2010, if the Authority accepts the APSC decision and approves the tariffs for Tennessee.

FINDINGS AND CONCLUSIONS

The panel convened a public hearing in this matter during the regularly scheduled July 26, 2010 Authority Conference. The Hearing Officer issued public notice of the hearing on July 16, 2010. On July 28, 2010, Entergy filed proof of publication showing that notice of the hearing had been published in an appropriate newspaper of general circulation on July 20, 2010.

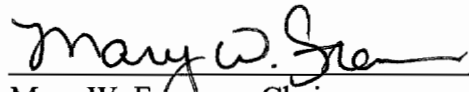
During the hearing, Mr. David E. Hunt, Manager of Regulatory Affairs, participated telephonically. Mr. Hunt summarized Entergy's *Application* and was subject to examination by the panel. Debbie P. Bishop, a licensed Notary Public in good standing in the State of Arkansas, administered the testimonial oath to Mr. Hunt and remained present with him throughout his examination and testimony. In addition, as required, the Authority received a properly executed *Witness Certification* and a *Notary Public Affidavit* on July 28, 2010.

Based on the testimony and the entire record, the panel found the rates requested by Entergy, and approved by the APSC, to be just and reasonable. Thereafter, the panel voted unanimously to adopt the rates approved by the APSC in APSC Docket No. 09-084-U,

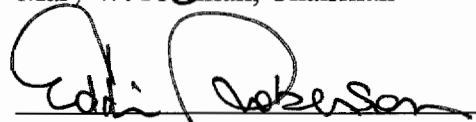
Application for Approval of Changes in Rates for Retail Electric Service, and filed with the TRA on July 12, 2010. The panel further voted to waive the requirement of thirty days notice to the Authority of a rate change as required in TRA Rule 1220-4-1-.04. Further, the panel voted unanimously to approve the requested tariffs and establish the effective date of such tariffs as July 30, 2010.

IT IS THEREFORE ORDERED THAT:

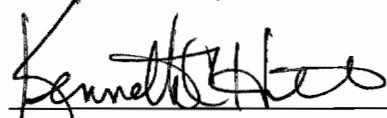
1. The decision of the Arkansas Public Service Commission in Arkansas Public Service Commission Docket No. 09-084-U, *Application for Approval of Changes in Rates for Retail Electric Service*, is adopted.
2. The tariffs filed on July 12, 2010 by Entergy Arkansas, Inc. are hereby approved, with an effective date of July 30, 2010.



Mary W. Freeman, Chairman



Eddie Roberson, Director



Kenneth C. Hill, Director