

CONLEY E RENAE  
Form 4  
January 31, 2005

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
CONLEY E RENAE

2. Issuer Name and Ticker or Trading Symbol  
ENTERGY CORP /DE/ [ETR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_\_\_ Other (specify below)

639 LOYOLA AVENUE

01/27/2005

Officer purs. to Sec. 16 rules

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

NEW ORLEANS, LA 70113

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    |                                | (A) or (D)                                                        | Code V Amount (D) Price                                                             |                                                          |                                   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of Derivative Securities Acquired | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Underlying Security (Instr. 3 and 4) |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|---------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|---------------------------------------------|----------------------------------------------------------|---------------------------------------------------|

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| (Instr. 3)                           | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | (A) or Disposed of (D)<br>(Instr. 3, 4, and 5) | Code | V | (A)    | (D) | Date Exercisable | Expiration Date       | Title      |
|--------------------------------------|------------------------------|------------------|------------|------------------------------------------------|------|---|--------|-----|------------------|-----------------------|------------|
| Employee Stock Option (Right to Buy) | \$ 69.47                     | 01/27/2005       |            |                                                | A    |   | 15,000 |     | <u>(1)</u>       | 01/27/2015            | ETR Common |
| Equity Units                         | \$ 69.47                     | 01/27/2005       |            |                                                | A    |   | 10,000 |     | 01/27/2005       | 01/27/2005 <u>(2)</u> | ETR Common |
| Equity Units                         | \$ 69.47                     | 01/27/2005       |            |                                                | D    |   | 10,000 |     | 01/27/2005       | 01/27/2005 <u>(2)</u> | ETR Common |

### Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |         |                                |
|--------------------------------------------------------------|---------------|-----------|---------|--------------------------------|
|                                                              | Director      | 10% Owner | Officer | Other                          |
| CONLEY E RENAE<br>639 LOYOLA AVENUE<br>NEW ORLEANS, LA 70113 |               |           | Officer | Officer purs. to Sec. 16 rules |

### Signatures

|                                                |                     |
|------------------------------------------------|---------------------|
| Christopher T. Screen for E. Renae<br>Conley   | 01/31/2005          |
| <small>**Signature of Reporting Person</small> | <small>Date</small> |

### Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) One-third of these options will vest on each of the first three anniversary dates of the grant. These options were acquired under Entergy's Equity Ownership Plan.  
The reporting person earned these units under the Company's 2002-2004 Long Term Incentive Plan. At the close of the performance period, each unit was valued at \$67.59. On January 27, 2005, the reporting person received a pay-out of 10,000 units and chose to receive this payment in cash.
- (2) The reporting person earned these units under the Company's 2002-2004 Long Term Incentive Plan. At the close of the performance period, each unit was valued at \$67.59. On January 27, 2005, the reporting person received a pay-out of 10,000 units and chose to receive this payment in cash.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.