

ENTERGY CORP /DE/
Form 4
February 09, 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 *
MADISON WILLIAM E

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)
639 LOYOLA AVENUE

3. Date of Earliest Transaction (Month/Day/Year)
02/07/2005

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Sr. VP, Human Res. & Admin.

(Street)
NEW ORLEANS, LA 70113

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

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

(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 Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Entergy Corporation Common Stock	02/07/2005		M ⁽¹⁾		35,000	A	\$ 38.39
Entergy Corporation Common Stock	02/07/2005		F		24,179	D	\$ 71.0882
Entergy Corporation Common Stock	02/07/2005		J		10,821	D	\$ 71.0882
					0		

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

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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 (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Entergy Stock Option (Right to Buy)	\$ 38.39	02/07/2005		M	35,000	07/01/2004 07/01/2011	ETR Common	35,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MADISON WILLIAM E 639 LOYOLA AVENUE NEW ORLEANS, LA 70113			Sr. VP, Human Res. & Admin.	

Signatures

John M. Adams, Jr. for William E. Madison
Date: 02/09/2005

__Signature of Reporting Person Date

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) Filing individual engaged in cashless exercise of in-the-money stock options, exempt under Rule 16b-6(b). The shares subject to option reported in this Form 4 were sold on the same day that the options were exercised in multiple executions at prices and amounts as follows: 800 at \$71.17, 400 at \$71.16, 300 at \$71.15, 3000 at \$71.14, 2100 at \$71.13, 1500 at \$71.12, 4900 at \$71.11, 3000 at \$71.10, 3700 at \$71.09, 3300 at \$71.08, 1700 at \$71.07, 3000 at \$71.06, 600 at \$71.05, 1200 at \$71.04, 4500 at \$71.03, and 1000 at \$71.02. A portion of the sale price of the shares (Code F) was used to pay the exercise price, commission and the tax withholding. The remaining portion of the sale price of the shares (Code J) was retained by the filing individual.
- (2) As of the date of this report, the reporting person held 62.6394 shares of Entergy Corporation Common Stock in his Savings Plan.

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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