



Information Circular 10-271

Date: April 19, 2010

To: ETP Holders

From: James C. Yong
Chief Regulatory Officer

Re: ENTERGY MISSISSIPPI, INC. 6.20% SERIES FIRST MORTGAGE BONDS
TO BEGIN TRADING ON NSX

Pursuant to Regulatory Circular 08-005, we are issuing this Information Circular to advise you that the following structured security (the "Notes") has been approved for trading on the National Stock Exchange, Inc. ("NSX" or the "Exchange") as a UTP Derivative Securities product pursuant to NSX Rule 15.9:

Security:	Symbol:
Entergy Mississippi, Inc. 6.20% Series First Mortgage Bonds due April 15, 2040	EFM

Commencement of Trading: April 20, 2010

Issuer: Entergy Mississippi, Inc.

Primary Listing Exchange: NYSE

The purpose of this information circular is to outline various rules and policies that will be applicable to trading in this new product pursuant to the Exchange's unlisted trading privileges, as well as to provide certain characteristics and features of the Notes. For a more complete description of the Issuer, the Notes and the underlying market instruments or indexes, consult the prospectus or prospectus supplement (the "Prospectus"), examine the Issuer registration statement or consult the Primary Listing Exchange. The Prospectus and the Issuer registration statement are hereafter collectively referred to as the "Issuer Disclosure Materials."

The Issuer Disclosure Materials contain the following information:

Background Information on the Security

Interest, Maturity and Payment

The Issuer is offering \$80 million of its First Mortgage Bonds, 6.20% Series due April 15, 2040. The Issuer will pay interest on the bonds on January 15, April 15, July 15 and October 15 of each year, beginning on July 15, 2010. Interest will accrue at the rate of 6.20% per year and will start to accrue from the date that the bonds are issued. As long as the bonds are registered in the name of The Depository Trust Company ("DTC") or its nominee, the record date for

interest payable on any interest payment date shall be the close of business on the Business Day (as defined below) immediately preceding such interest payment date. The Issuer has agreed to pay interest on any overdue principal and, if such payment is enforceable under applicable law, on any overdue installment of interest on the bonds at a rate of 7.20% per year to holders of record at the close of business on the Business Day immediately preceding the Issuer's payment of such interest.

Interest on the bonds will be computed on the basis of a 360-day year of twelve 30-day months. If any interest payment date or the maturity date falls on a day that is not a Business Day, the payment due on that interest payment date or the maturity date will be made on the next Business Day, and without any interest or other payment in respect of such delay.

"Business Day" means any day other than a Saturday or a Sunday or a day on which banking institutions in The City of New York are authorized or required by law or executive order to remain closed or a day on which the corporate trust office of the corporate trustee is closed for business.

Form and Denomination

The bonds will be issued in denominations of \$25 and integral multiples thereof. The bonds will be represented by a global certificate without coupons registered in the name of a nominee of DTC. As long as the bonds are registered in the name of DTC or its nominee, the Issuer will pay principal, any premium and interest due on the bonds to DTC. DTC will then make payment to its participants for disbursement to the beneficial owners of the bonds as described in the Prospectus.

Optional Redemption

The Issuer may redeem the bonds prior to maturity, in whole or in part, at the Issuer's option, on not less than 30 days' nor more than 60 days' notice, at any time on or after April 15, 2015, at a redemption price equal to the principal amount of the bonds being redeemed, plus accrued and unpaid interest thereon to the redemption date.

If, at the time notice of redemption is given, the redemption monies are not held by the corporate trustee, the redemption may be made subject to receipt of such monies before the date fixed for redemption, and such notice shall be of no effect unless such monies are so received.

The Issuer may apply cash it deposits under any provision of the mortgage, with certain exceptions, to the redemption or purchase, including the purchase from the Issuer, of first mortgage bonds of any series under the Issuer's mortgage including the bonds.

Dividend Covenant

The Issuer will not enter into a dividend covenant with respect to the bonds; however, so long as the first mortgage bonds it has issued prior to the date hereof remain outstanding, holders of the bonds will indirectly benefit from the Issuer's covenant relating to those outstanding first mortgage bonds to restrict the Issuer's payment of cash dividends on the Issuer's common stock in certain circumstances.

Issuance of First Mortgage Bonds

The bonds will be issued on the basis of retired bond credits. As of February 28, 2010, approximately \$735 million of first mortgage bonds could have been issued under the Issuer's mortgage on the basis of net property additions, and approximately \$135 million of first mortgage bonds could have been issued under the Issuer's mortgage on the basis of retired bond credits.

Trading Characteristics

The Issuer has listed the bonds on the New York Stock Exchange. The bonds are expected to trade at a price that takes into account the value, if any, of accrued but unpaid interest. This means that purchasers will not pay, and sellers will not receive, accrued and unpaid interest on the bonds except as included in the trading price thereof. Any portion of the trading price of a bond that is attributable to accrued but unpaid interest will be treated as ordinary interest income for federal income tax purposes and will not be treated as part of the amount realized for purposes of determining gain or loss on the disposition of the bonds.

Trustee

The Bank of New York Mellon is the corporate trustee under the mortgage. Effective June 1, 2009, the co-trustee under the Issuer's mortgage resigned. The corporate trustee is not required to appoint a co-trustee unless and until the Issuer or the corporate trustee determines that it is necessary to do so.

Sinking or Improvement Fund

The bonds are not subject to redemption under any sinking or improvement fund.

Investment in the Notes involves significant risk. ETP Holders should consult the Prospectus for detailed considerations concerning risks, dividends, distributions, taxes and other important matters.

NSX Rules Applicable to Trading in the Notes

The Notes are considered equity securities, thus rendering trading in the Notes subject to the Exchange's existing rules governing the trading of equity securities. The Notes are also a UTP Derivative Securities product as specified in NSX Rule 15.9, and as such are subject to the additional provisions specific to that NSX Rule. In particular, ETP Holders are reminded of their obligations under the following NSX Rules:

1. **Trading Hours:** This product will trade during the regular trading hours of the Exchange (between 9:30 am to 4:00 pm Eastern Time ("ET")), during pre-market hours (8:00 am to 9:29:59 am ET) and during post-market hours (4:00:01 pm to 6:30 pm ET). Please note that trading in the Notes during the Exchange's pre-market and post-market hours may result in additional trading risks which include: (1) lower liquidity in the Opening or Late Trading Sessions may impact pricing, (2) higher volatility in the Opening or Late Trading Sessions may impact pricing, (3) wider spreads may occur in the Opening or Late Trading Sessions. The minimum

trading increment is \$.01.

2. Recommendations To Customers: NSX Rule 3.7 provides that the ETP Holder shall use due diligence to learn the essential facts relative to every customer prior to trading the Notes or recommending a transaction in the Notes that an investment in the Notes is suitable for the customer.

3. Customer Requests for a Prospectus: NSX Rule 15.9B(3)(d) provides that, upon request of a customer, an ETP Holder shall provide a prospectus for the particular series of UTP Derivative Securities.

4. Trading Halts: NSX Rule 15.9B(4) provides that, in addition to the Exchange's authority to suspend or halt trading under NSX Rules 11.20 (Trading Halts Due To Extraordinary Market Volatility), 12.11 (Trading Suspensions) and 15.7 (Suspension and/or Delisting By Exchange), if a temporary interruption occurs in the calculation or wide dissemination of the intraday indicative value (or similar value) or the value of the underlying index or instrument and the listing market halts trading in the product, the Exchange, upon notification by the listing market of such halt due to such temporary interruption, also shall immediately halt trading in that product on the Exchange. The Notes will be traded following a trading halt in accordance with Interpretations and Policy .03 of NSX Rule 11.20.

In addition, for a UTP Derivative Securities product where a net asset value is disseminated, if the primary listing exchange notifies the Exchange that the net asset value is not being disseminated to all market participants at the same time, the Exchange will immediately halt trading in such security. The Exchange may resume trading in the UTP Derivative Security only when the net asset value is disseminated to all market participants at the same time or trading in the UTP Derivative Security resumes on the listing market.

THIS INFORMATION CIRCULAR IS NOT A STATUTORY PROSPECTUS. ETP HOLDERS SHOULD CONSULT THE ISSUER DISCLOSURE MATERIALS (AS DEFINED ABOVE) FOR ALL RELEVANT INFORMATION RESPECTING THE NOTES.

Inquiries regarding this Information Circular should be directed to James C. Yong, Chief Regulatory Officer, at (312) 786-8893.