

May Phillip R Jr
 Form 3
 February 07, 2013

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *
 Â May Phillip R Jr
 (Last) (First) (Middle)

2. Date of Event Requiring Statement
 (Month/Day/Year)
 02/01/2013

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

4. Relationship of Reporting Person(s) to Issuer

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

C/O ENTERGY CORPORATION LEGAL DEPT., Â 639 LOYOLA AVENUE, 26TH FLOOR
 (Street)

(Check all applicable)

Director 10% Owner
 Officer Other
 (give title below) (specify below)
 "Officer" Under Sec. 16 Rules

NEW ORLEANS, Â LA Â 70113
 (City) (State) (Zip)

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

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock | 4,541 | D | Â |
| Common Stock | 4,346 | I | By 401(k) |

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

SEC 1473 (7-02)

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.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|--|--------------------|--|----------------------------------|--|--|---|
| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | |
| Employee Stock Option Right to Buy | Â <u>(1)</u> | 03/02/2014 | Common Stock | 3,000 | \$ 58.6 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(1)</u> | 01/27/2015 | Common Stock | 4,000 | \$ 69.47 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(1)</u> | 01/26/2016 | Common Stock | 4,500 | \$ 68.89 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(1)</u> | 01/25/2017 | Common Stock | 5,000 | \$ 91.82 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(1)</u> | 01/24/2018 | Common Stock | 6,500 | \$ 108.2 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(1)</u> | 01/29/2019 | Common Stock | 4,700 | \$ 77.53 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(1)</u> | 01/28/2020 | Common Stock | 6,000 | \$ 77.1 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(2)</u> | 01/27/2021 | Common Stock | 2,900 | \$ 72.9 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(3)</u> | 01/26/2022 | Common Stock | 4,600 | \$ 71.3 | D | Â |
| Employee Stock Option Right to Buy | Â <u>(4)</u> | 01/31/2023 | Common Stock | 6,000 | \$ 64.6 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------------------------------|
| | Director | 10% Owner | Officer | Other |
| May Phillip R Jr C/O ENTERGY CORPORATION LEGAL DEPT. 639 LOYOLA AVENUE, 26TH FLOOR NEW ORLEANS, LA 70113 | Â | Â | Â | "Officer" Under Sec. 16 Rules |

Signatures

/s/ Daniel T. Falstad by power of
attorney

02/07/2013

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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) The reporting person may exercise the options at any time.

(2) 1,933 of the options may be exercised by the reporting person at any time. The remaining 967 options will become exercisable on January 27, 2014.

(3) 1,533 of the options may be exercised by the reporting person at any time. The remaining 3,067 options will vest in two equal installments on January 26, 2014 and January 26, 2015.

(4) The options will become exercisable in three equal annual installments on January 31, 2014, 2015 and 2016.

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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