

ENTERGY CORP /DE/
Form 4
March 01, 2007

FORM 4

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

OMB APPROVAL

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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

(Last) (First) (Middle)

**ENTERGY CORPORATION, 639
LOYOLA AVENUE**

(Street)

NEW ORLEANS, LA 70113

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
02/27/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Senior Vice President

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 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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/27/2007		M		5,000	A	\$ 68.89 9,085
Common Stock	02/27/2007		S		4,285	D	\$ 101.56 4,800 <u>(1)</u>
Common Stock	02/27/2007		M		6,666	A	\$ 69.47 11,466
Common Stock	02/27/2007		S		5,720	D	\$ 101.56 5,746 <u>(2)</u> <u>(1)</u>

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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
Employee Stock Option (Right to Buy)	\$ 68.89	02/27/2007		M	5,000	01/26/2006 01/26/2016	Common Stock	5,000
Employee Stock Option (Right to Buy)	\$ 69.47	02/27/2007		M	6,666	01/27/2005 01/27/2015	Common Stock	6,666

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MADISON WILLIAM E ENTERGY CORPORATION 639 LOYOLA AVENUE NEW ORLEANS, LA 70113			Senior Vice President	

Signatures

Paul A. Castanon for William E. Madison 03/01/2007

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).

Represents weighted average sales price: 205 at 101.99, 100 at 101.98, 100 at 101.97, 100 at 101.91, 400 at 101.90, 500 at 101.89, 400 at

(1) 101.87, 400 at 101.84, 200 at 101.83, 200 at 101.78, 200 at 101.77, 100 at 101.68, 200 at 101.65, 400 at 101.63, 100 at 101.62, 100 at 101.56, 100 at 101.53, 100 at 101.49, 200 at 101.43, 2400 at 101.41 and 3500 at 101.40.

(2) As of February 27, 2007, the filing individual had a balance of 474 shares of Entergy common stock in the Company Savings Plan.

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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