

Marsh Andrew S
 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 *

Marsh Andrew S
 (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., 639 LOYOLA AVENUE, 26TH FLOOR

(Street)

NEW ORLEANS, LA 70113

(City) (State) (Zip)

(Check all applicable)

Director 10% Owner
 Officer Other
 (give title below) (specify below)
 Executive Vice President & CFO

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	6,176	D	À
Common Stock	659	I	By 401(k)

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

SEC 1473 (7-02)

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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			
Common Stock	Â <u>(1)</u>	03/02/2014	Common Stock	3,000	\$ 58.6	D	Â
Common Stock	Â <u>(1)</u>	01/27/2015	Common Stock	4,000	\$ 69.47	D	Â
Common Stock	Â <u>(1)</u>	01/26/2016	Common Stock	5,500	\$ 68.89	D	Â
Common Stock	Â <u>(1)</u>	01/25/2017	Common Stock	5,000	\$ 91.82	D	Â
Common Stock	Â <u>(1)</u>	01/24/2018	Common Stock	10,000	\$ 108.2	D	Â
Common Stock	Â <u>(1)</u>	01/29/2019	Common Stock	8,000	\$ 77.53	D	Â
Common Stock	Â <u>(1)</u>	01/28/2020	Common Stock	9,100	\$ 77.1	D	Â
Common Stock	Â <u>(2)</u>	01/27/2021	Common Stock	4,000	\$ 72.79	D	Â
Common Stock	Â <u>(3)</u>	01/26/2022	Common Stock	10,000	\$ 71.3	D	Â
Common Stock	Â <u>(4)</u>	01/31/2023	Common Stock	32,000	\$ 64.6	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Marsh Andrew S C/O ENTERGY CORPORATION LEGAL DEPT. 639 LOYOLA AVENUE, 26TH FLOOR NEW ORLEANS, LA 70113	Â	Â	Â Executive Vice President & CFO	Â

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) 2,666 of the options may be exercised by the reporting person at any time. The remaining 1,334 options will become exercisable on January 27, 2014.
- (3) 3,333 of the options may be exercised by the reporting person at any time. The remaining 6,667 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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