

ENTERGY CORP /DE/
Form 4
August 17, 2007

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
KANSLER MICHAEL R

(Last) (First) (Middle)

1340 ECHELON PARKWAY

(Street)

JACKSON, MS 39213

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
08/16/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
____X____ Officer (give title below) ____ Other (specify below)

Executive VP and CNO

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ 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 Indirect Beneficial Ownership (Instr. 4)
Common Stock	08/16/2007		M	28,500	A \$ 58.6	28,500	D
Common Stock	08/16/2007		F	21,596	D \$ (1) 93.73	6,904	D
Common Stock	08/16/2007		M	7,634	A \$ 44.45	14,538	D
Common Stock	08/16/2007		F	4,887	D \$ (2) 93.72	9,651 (3)	D

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

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SEC 1474
(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)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 58.6	08/16/2007		M	28,500	03/02/2004	03/02/2014	Common Stock	28,500
Employee Stock Option (Right to Buy)	\$ 44.45	08/16/2007		M	7,634	01/30/2003	01/30/2013	Common Stock	7,634

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KANSLER MICHAEL R 1340 ECHELON PARKWAY JACKSON, MS 39213			Executive VP and CNO	

Signatures

Paul A. Castanon for Michael R.
Kansler

08/17/2007

**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).

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(1) Represents weighted average sales price: 200 at \$93.55; 100 at \$93.56; 100 at \$93.57; 100 at \$93.59; 800 at \$93.63; 200 at \$93.64; 600 at \$93.66; 400 at \$93.67; 10,700 at \$93.68; 200 at \$93.69; 600 at \$93.71; 500 at \$93.78; 100 at \$93.79; 100 at \$93.80; 600 at \$93.82; 500 at \$93.84; 2,000 at \$93.85; 300 at \$93.86; 100 at \$93.87; 2,247 at \$93.90; 200 at \$93.91; 200 at \$93.92; 300 at \$93.93; 48 at \$94.08; and 401 at \$94.02.

(2) Represents weighted average sales price: 500 at \$93.57; 600 at \$93.60; 100 at \$93.61; 500 at \$93.64; 100 at \$93.66; 100 at \$93.67; 100 at \$93.68; 900 at \$93.71; 300 at \$93.75; 100 at \$93.77; 300 at \$93.78; 400 at \$93.82; 100 at \$93.84; 274 at \$93.85; 500 at \$93.92; and 13 at \$94.01.

(3) As of August 16, 2007, the filing individual had a balance of 1,882 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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