

ENTERGY CORP /DE/  
Form 3  
September 05, 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 VINCI DONALD W  
(Last) (First) (Middle)

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

(Street)

NEW ORLEANS, Â LA Â 70113

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
09/01/2013

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

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
Sr. VP, Human Resources & CDO

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

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	4,754	D	Â
Common Stock	4,964	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			
Employee Stock Option Right to Buy	Â <u>(1)</u>	03/02/2014	Common Stock	2,000	\$ 58.6	D	Â
Employee Stock Option Right to Buy	Â <u>(1)</u>	01/27/2015	Common Stock	6,000	\$ 69.47	D	Â
Employee Stock Option Right to Buy	Â <u>(1)</u>	01/26/2016	Common Stock	4,000	\$ 68.89	D	Â
Employee Stock Option Right to Buy	Â <u>(1)</u>	01/25/2017	Common Stock	5,100	\$ 91.82	D	Â
Employee Stock Option Right to Buy	Â <u>(1)</u>	01/24/2018	Common Stock	3,000	\$ 108.2	D	Â
Employee Stock Option Right to Buy	Â <u>(1)</u>	01/29/2019	Common Stock	4,000	\$ 77.53	D	Â
Employee Stock Option Right to Buy	Â <u>(1)</u>	01/28/2020	Common Stock	7,000	\$ 77.1	D	Â
Employee Stock Option Right to Buy	Â <u>(2)</u>	01/27/2021	Common Stock	2,900	\$ 72.79	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	5,600	\$ 64.6	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
VINCI DONALD W C/O ENTERGY CORPORATION LEGAL DEPT. 639 LOYOLA AVENUE, 26TH FLOOR NEW ORLEANS, LA 70113	Â	Â	Â Sr. VP, Human Resources & CDO	Â

## Signatures

/s/ Daniel T. Falstad by power of  
attorney

09/05/2013

\_\_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.

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### Remarks:

ExhibitÂ ListÂ -Â ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

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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