

LEONARD J WAYNE
Form 4
August 11, 2010

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 *
LEONARD J WAYNE

(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)
08/09/2010

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)
Chairman and CEO

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	08/09/2010		M		205,342	A	\$ 37 412,155
Common Stock	08/09/2010		S		141,200	D	\$ 79.65 270,955 (1)
Common Stock	08/10/2010		M		125,258	A	\$ 37 396,213
Common Stock	08/10/2010		S		86,754	D	\$ 78.23 309,459 (2)
							50,000 (3)
							I

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Common Stock							By J&W Leonard, L.L.C.
Common Stock					1,224	I	By 401(k) Plan

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

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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 Number Shares
Employee Stock Option (Right to Buy)	\$ 37	08/09/2010		M	205,342	(4) 01/25/2011	Common Stock 205,342
Employee Stock Option (Right to Buy)	\$ 37	08/10/2010		M	125,258	(4) 01/25/2011	Common Stock 125,258

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LEONARD J WAYNE ENTERGY CORPORATION 639 LOYOLA AVENUE NEW ORLEANS, LA 70113	X		Chairman and CEO	

Signatures

/s/ Dawn Abuso by power of
attorney

08/11/2010

__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).
The price reported in column 4 is a weighted average price. The shares were sold in multiple transactions ranging from \$79.56 to \$79.72.
(1) The reporting person undertakes to provide Entergy, any security holder of Entergy or the staff of the Securities and Exchange Commission (SEC), upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.
The price reported in column 4 is a weighted average price. The shares sold in multiple transactions ranging from \$77.90 to \$78.72. The
(2) reporting person undertakes to provide Entergy, any security holder of Entergy or the staff of the SEC, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.
(3) The reporting person disclaims beneficial ownership of the 50,000 shares of Entergy common stock held by J&W Leonard, L.L.C., except to the extent of the reporting person's pecuniary interest in such shares.
(4) The options vested in three equal installments on January 25, 2002, 2003 and 2004.

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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