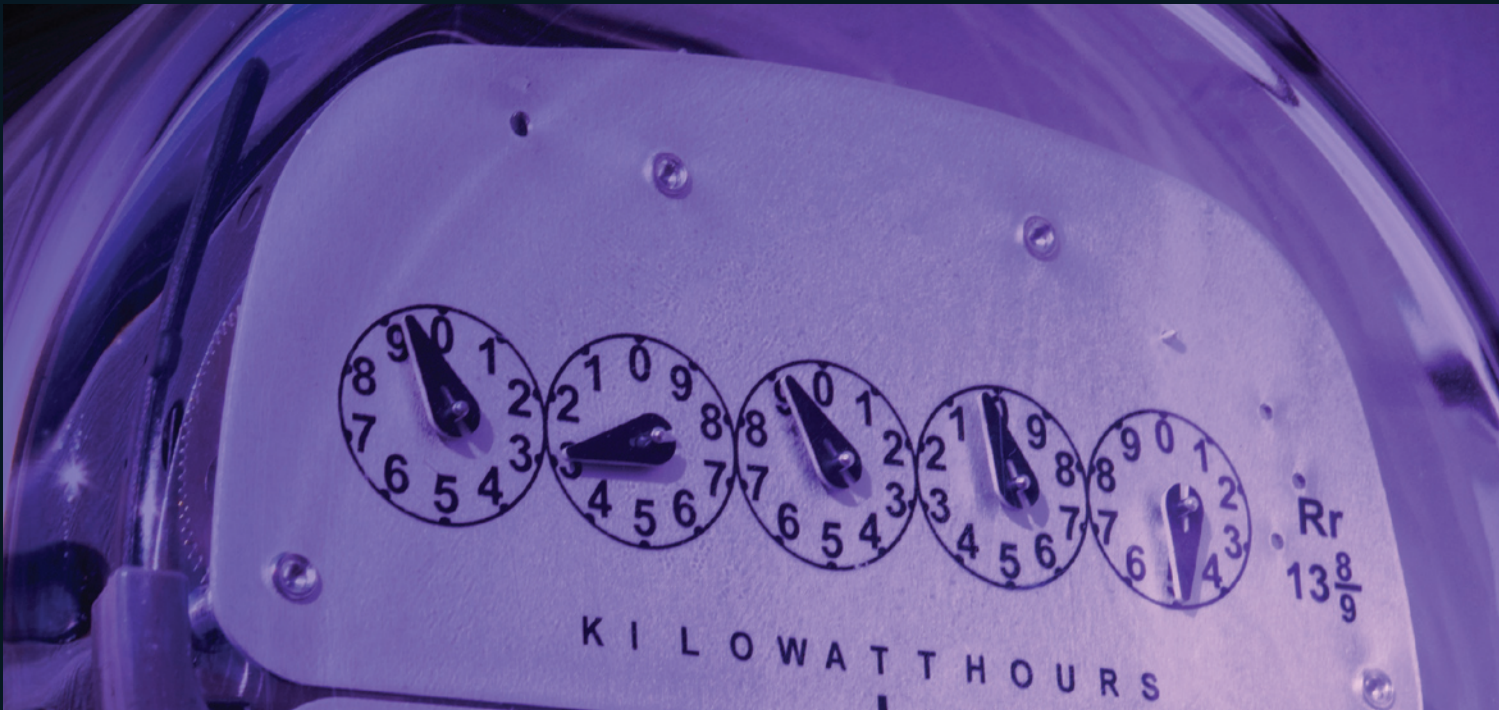


When it comes to powering
your business....


Knowledge is Power.

How your business uses energy shouldn't be a mystery. Entergy's DataLink unlocks the answers – and puts the power in your hands, where it belongs.



As a powerful, online service, DataLink gives you complete access to energy consumption reports that add real value to your business. Plus it's affordably priced, easy to use and ultimately pays for itself in increased energy efficiency and cost savings.

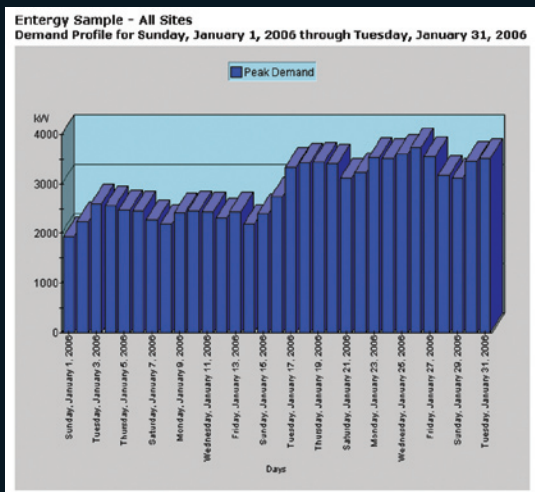
Get the knowledge you need to manage energy usage more effectively while controlling costs. Invest in Entergy's DataLink today.

TELL ME MORE 

→ You've Got the Power... with Entergy's DataLink

Increasing energy costs can make a big dent in your budget – and funnel money away from your bottom line. That's why it's more important than ever for businesses to take a serious look at their energy usage.

That's where Entergy's DataLink can help.



Demand Profile

The demand profile report shows single or aggregated site peak demand over a selected period of time. The results reflect peak demand on a daily basis over the period of time selected.

Entergy's DataLink lets you convert basic energy facts into a useful, cost-effective strategy for your business.

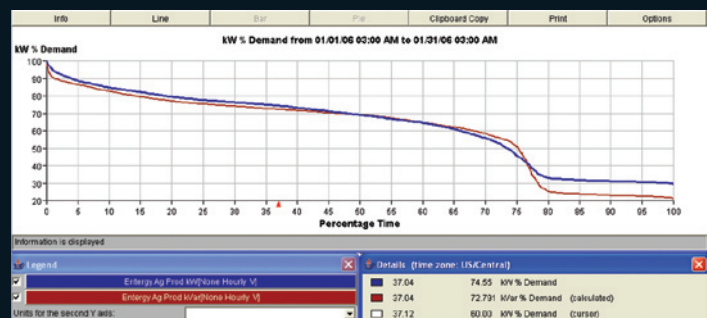
To learn more about DataLink and how it can help your business, go to www.entergy.com/demand or call our DataLink Hot Line at **1-877-336-2631**. You'll see that when it comes to powering your business...

Knowledge is Power.

With DataLink, you can go online anytime from anywhere – with no ties to a specific computer or office location – to see when your business uses electricity. Having this knowledge will help you improve efficiency and make better energy decisions.

DataLink gathers information from your electrical meter in 15-minute intervals and compiles the data in detailed reports to you every hour. DataLink gives you the tools you need to:

- View and record energy usage daily, weekly or monthly to better determine load reduction.
- Identify and correct electrical problems that could be wasting energy.
- Compare electricity use at multiple sites.
- Create and analyze different power scenarios.
- Save money by fine-tuning operations.
- Create detailed energy budget for management.
- Develop an energy strategy for your business that reduces expenses and adds to your bottom line.



Load Duration Curve

The load duration curve report allows you to determine the percentage of time that a site's demand meets or exceeds a given level. The results reflect a percentage of time a site's load exceeded a given demand. The load duration curve can be presented on any specified period of time.

