

ENTERGY CORP /DE/
Form 4
August 17, 2007

FORM 4

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

OMB APPROVAL

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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

(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
 Officer (give title below) _____ Other (specify below)
Executive VP and CNO

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)
				(A) or (D)	Price		
Common Stock	08/16/2007		M	28,500	A \$ 58.6	28,500	D
Common Stock	08/16/2007		F	21,596	D \$ 93.73 (1)	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 \$ 93.72 (2)	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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(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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