

## Energy Consultants from Charles River Associates and Resero Consulting Provide Cost Benefit Analysis of Entergy and Cleco Power Joining the Southwest Power Pool (SPP)

November 1, 2010

### ***Analysis Finds Significant Economic Benefits to the SPP/Entergy Region***

BOSTON, Nov 01, 2010 (BUSINESS WIRE) -- Consulting firms [Charles River Associates](#) (NASDAQ: CRAI) and [Resero Consulting](#) today announced their role in providing a cost-benefit analysis for Entergy and Cleco Power joining the Southwest Power Pool (SPP) regional transmission organization (RTO). The study was funded by the Federal Energy Regulatory Commission (FERC) to assess the costs and benefits of Entergy and Cleco Power joining SPP as full transmission-owning members with their transmission facilities under SPP operational control. The Entergy utility operating companies serve 2.7 million customers in Arkansas, Louisiana, Mississippi, and Texas. Cleco Power is a regulated electric utility company that serves about 277,000 customers across Louisiana. The analysis concluded that Entergy and Cleco Power joining the SPP RTO will yield more than \$700 million of economic benefits to the collective SPP/Entergy region.

The analysis was performed over a seven-month period, and included an open and collaborative discussion with regional stakeholders on the study framework and modeling assumptions. The study found that the net benefits to the individual Entergy, SPP, and Cleco Power regions are highly dependent on the allocation of regional high voltage transmission expansion costs. The analysis also identified a number of important qualitative considerations. Additional follow-on studies to further assess the costs and benefits of Entergy and Cleco Power joining an RTO are currently being conducted by CRA on behalf of study stakeholders.

"Charles River Associates is pleased to have analyzed different market structure options as they pertain to Entergy, Cleco Power, and the Southwest Power Pool," said CRA's President and Chief Executive Officer [Paul Maleh](#). "The CRA team pioneered some of the original cost benefit analytical approaches and modeling tools to regional transmission organizations. We are pleased to apply our expertise to this latest cost-benefit study and to assist with energy planning in this area of the United States."

The consultants who led the analysis include [Ralph Luciani](#) and [Bruce Tsuchida](#) from Charles River Associates, and Ellen Wolfe from [Resero Consulting](#). Representatives from both firms appeared at an open meeting on September 30, 2010 to discuss their findings with Federal Energy Regulatory Commission and Entergy Regional State Committee representatives, and other study stakeholders. A copy of the full report may be obtained at: <http://crai.com/Publications/listingdetails.aspx?id=13302&pubtype>.

#### **About Charles River Associates (CRA)**

[Charles River Associates](#)® is a global consulting firm specializing in [litigation, regulatory, and financial consulting, and management consulting](#). CRA advises clients on economic and financial matters pertaining to litigation and regulatory proceedings, and guides corporations through critical business strategy and performance-related issues. Since 1965, clients have engaged CRA for its unique combination of functional expertise and industry knowledge, and for its objective solutions to complex problems. Headquartered in Boston, CRA has offices throughout North America, Europe, the Middle East, and Asia. Detailed information about Charles River Associates, a registered trade name of CRA International, Inc., is available at <http://www.crai.com>.

#### **About Resero Consulting**

[Resero Consulting](#) is an energy and environmental consulting firm focused on the US electricity industry. Its consultants use a broad background in engineering, economics and public policy to assist clients in [regulatory processes, litigation support, business strategy, renewable energy and carbon policy, modeling and analytic support](#). Resero's clients include RTOs, large and small energy producers and marketers, governments, legal firms and non-profits. Resero's extensive engagement history includes large-scale policy studies, market design, high profile litigation and arbitration cases, modeling and analytics to support business strategy, contract negotiation and industry group advocacy. Headquartered near Sacramento, California, Resero has been in business since 2005. To find out more about Resero, visit <http://www.resero.com>.

*Statements in this press release concerning the cost-benefit analysis of Entergy and Cleco Power joining the SPP RTO, future business, operating results, estimated cost savings, and financial condition of the Company and statements using the terms "anticipates," "believes," "expects," "should," or similar expressions, are "forward-looking" statements as defined in the Private Securities Litigation Reform Act of 1995. These statements are based upon management's current expectations and are subject to a number of factors and uncertainties. Information contained in these forward-looking statements is inherently uncertain and actual performance and results may differ materially due to many important factors. Such factors that could cause actual results to differ materially from any forward-looking statements made by the Company include, among others, the Company's restructuring costs and attributable annual cost savings, changes in the Company's effective tax rate, share dilution from the Company's convertible debt offering and stock-based compensation, dependence on key personnel, attracting and retaining qualified consultants, dependence on outside experts, utilization rates, factors related to its acquisitions, including integration of personnel, clients, offices, and unanticipated expenses and liabilities, the risk of impairment write downs to the Company's intangible assets, including goodwill, if the Company's enterprise value declines below certain levels, risks associated with acquisitions it may make in the future, risks inherent in international operations, the performance of NeuCo, changes in accounting standards, rules and regulations, changes in the law that affect its practice areas, management of new offices, the potential loss of clients, the ability of customers to terminate the Company's engagements on short notice, dependence on the growth of the Company's business consulting practice, the unpredictable nature of litigation-related projects, the ability of the Company to integrate successfully new consultants into its practice, general economic conditions, intense competition, risks inherent in litigation, and professional liability. Further information on these and other potential factors that could affect the Company's financial results is included in the Company's periodic filings with the Securities and Exchange Commission. The Company cannot guarantee any future results, levels of activity, performance or achievement. The Company undertakes no obligation to update any of its forward-looking statements after the date of this press release.*

SOURCE: Charles River Associates

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