



(17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act  
(17 CFR 240.13e-4c))

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Item 7.01. Regulation FD Disclosure

The following information is furnished pursuant to Item 7.01, "Regulation FD Disclosure."

On November 23, 2009 South Jersey Industries (SJI) declared a quarterly dividend of \$0.33 per share. The dividend is payable December 29, 2009 to shareholders of record at the close of business December 10, 2009. A copy of the press release of November 23, 2009 announcing the declaration of the dividend is attached hereto as Exhibit 99 and hereby incorporated by reference.

Exhibit Index

(99) Press release, dated: November 23, 2009, issued by South Jersey Industries.

Signature

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

SOUTHJERSEY INDUSTRIES, INC.

Date: November 23, 2009

/s/ David A. Kindlick  
David A. Kindlick  
Vice President & Chief Financial Officer

