

SOUTH JERSEY INDUSTRIES INC  
Form 8-K  
March 11, 2011

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

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FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

Date of Report  
March 10, 2011  
(Date of earliest event reported)

SOUTH JERSEY INDUSTRIES, INC.  
(Exact name of registrant as specified in its charter)

New Jersey  
(State of incorporation)

1-6364  
(Commission File Number)

22-1901645  
(IRS employer identification no.)

1 South Jersey Plaza, Folsom, New Jersey 08037  
(Address of principal executive offices, including zip code)

(609) 561-9000  
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01. Regulation FD Disclosure

On March 10, 2011, South Jersey Energy Service Plus (“SJESP”), a subsidiary of South Jersey Industries, Inc. (the “Company”) issued a press release, announcing that Home Service USA Corp. has purchased the exclusive right to renew the home appliance repair contracts of South Jersey Energy Service Plus as the contracts become due for renewal this summer. SJESP currently services nearly 135,000 service contracts.

Under the terms of the agreement, SJESP will receive an initial payment of \$3MM, a percentage of revenue from new and renewing accounts and a further \$6MM in future performance based payments.

The press release issued on March 10, 2011, by SJESP is attached hereto as Exhibit 99.1, and is incorporated herein by reference. In accordance with General Instruction B.2 of Form 8-K, the information in this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liability of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such a filing.

Item 9.01. Financial Statements and Exhibits

The following exhibit is furnished with this report on Form 8-K:

Exhibit Number	Description
<u>99.1</u>	Press release, dated March 10, 2011

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.

SOUTH JERSEY INDUSTRIES, INC.

Date: March 10, 2011

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