

Item 7.01. Regulation FD Disclosure

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

On April 26, 2010 South Jersey Industries (SJI) declared a quarterly dividend of \$0.33 per share. The dividend is payable July 6, 2010 to shareholders of record at the close of business June 10, 2010. A copy of the press release of April 26, 2010 announcing the declaration of the dividend is attached hereto as Exhibit 99 and hereby incorporated by reference.

Exhibit Index

(99) Press release, dated: April 26, 2010, 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: April 26, 2010

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

