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- 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

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

On August 27, 2008 South Jersey Industries (SJI) declared a quarterly dividend of \$0.27 per share. The dividend is payable October 2, 2008, to shareholders of record at the close of business September 10, 2008. A copy of the press release of August 28, 2008 announcing the declaration of the dividend is attached hereto as Exhibit 99 and hereby incorporated by reference.

Exhibit Index

(99) Press release, dated: August 28, 2008, 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.

SOUTH JERSEY INDUSTRIES, INC.

Date: August 28, 2008

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

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