



**December 12, 2014**

Dear Shareholder:

On November 24, South Jersey Industries filed a new prospectus document with the SEC to update our Dividend Reinvestment and Direct Stock Purchase Plan (the Plan.) It is recommended that you carefully review this document for changes to the Plan which may impact your account. However, there are a few provisions you should note in advance of the upcoming December 30, 2014 purchase and dividend date.

1. You can elect to reinvest dividends on some, all, or none of your shares. Updates can be made through the on-line shareholder portal at <http://shareholder.broadridge.com/sji>, or by contacting the Plan Administrator. **Any requests for direct deposit of dividends must be completed at least five business days in advance of the record date to be effective for the next dividend.**
2. An initial investment of \$100 is required to participate in the Plan and monthly optional cash investments are accepted ranging from a minimum of \$25 to a calendar year, aggregate maximum of \$100,000. All plans we believe to be under common control may be aggregated for purposes of applying the investment maximum. Additionally, accounts with duplicate taxpayer identification numbers may also be aggregated if they are determined to be making investments inconsistent with the purposes of the Plan.
3. The pricing period for purchases in which shares are issued by the company has been reduced and the market price will now equal the average of the high and low sales price of our common shares, as reported on the NYSE, on the five trading days immediately preceding the applicable investment date.
4. Investors wishing to exceed the \$100,000 annual aggregate limit should request a waiver from the SJI Investor Relations department at [investorrelations@sjindustries.com](mailto:investorrelations@sjindustries.com) prior to submitting funds, otherwise their full investment may be returned.
5. All electronic funds transfers for purchases occur on the 25<sup>th</sup> of the month (or the next business day.) Non-recurring electronic transfers of funds (or ACH payments) **must be entered into the system five business days prior to the 25<sup>th</sup> of the month to allow for verification of banking information. Even if you have made purchases previously, if they are not recurring, then you must still allow five days for verification each time you enter an electronic transfer.** Check payments must be in the possession of the Plan Administrator no later than two business days prior to the purchase date or the funds will be held until the next purchase.
6. **There will be a one share minimum requirement for any registered shareholder in order to keep an account open.** Current participants in the plan will be allowed twelve months from the date of the prospectus (11/24/14) to meet the minimum. New participants are required to maintain the



minimum upon joining. The Plan Administrator reserves the right to sell, without prior notification, the fractional share in an account that fails to meet the required minimum balance.

For any additional information, you can contact the Plan Administrator, Broadridge Corporate Issuer Solutions, at 1-888-754-3100, or visit Broadridge's SJI shareholder portal at <http://shareholder.broadridge.com/sji>.

Should you subsequently require additional assistance, you may also contact the SJI Investor Relations staff at 609-561-9000, extension 4173, or via e-mail at [investorrelations@sjindustries.com](mailto:investorrelations@sjindustries.com).

Thank you for your continued interest and investment in South Jersey Industries.

Sincerely,

SJI Investor Relations Team