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**South Jersey Gas Launches New Videos to Make Natural Gas Transition Easy
for New Customers**

From start to finish, residents can see the steps for switching to clean, cost-effective natural gas.

FOLSOM, NJ, May 31, 2016 – South Jersey Gas, a subsidiary of South Jersey Industries, Inc. (NYSE: SJI), today launched easy to understand videos to show residents in southern New Jersey the steps for switching to natural gas.

Every step of a new customer's [natural gas conversion is explained](#) in these short, comprehensive videos. Viewers can explore the process of switching from start to finish, take a look at how the meter location will be selected, or review the construction work planned for a natural gas service installation.

“Customers told us they wanted to better understand how natural gas is installed before making the switch,” said Carlos Navarro, SJG’s vice president of marketing. “Being dedicated to improving our customers’ experience, we want to make everyone’s transition to natural gas as smooth as possible. Now, consumers can see how a typical service line and meter are installed and even learn tips for choosing a heating and cooling contractor.”

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The videos are the result of in-depth research conducted by SJG's new Customer Experience Team to deliver high-value services by addressing key homeowner questions.

The new SJG videos include the following frequently requested topics:

- Making the Switch – an overview of the conversion process when a natural gas pipeline is available to your property.
- Natural Gas Extension Projects – an overview of the conversion process when a natural gas pipeline must be extended to your property.
- Tips for Choosing a Heating & Cooling Contractor - best practices for selecting a contractor to install natural gas equipment.
- Meter Locations - how your meter location will be chosen.
- Markouts - find out which underground lines property owners are required to mark out and which underground lines SJG will mark out.

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- Installation Construction - types of construction to expect when natural gas service is installed.
- Restoration Expectations - how and when your property will be restored after natural gas service is installed.

Potential customers can view them at www.southjerseygas.com/maketheswitch as another tool to aid in their decision making.

ABOUT SOUTH JERSEY GAS

South Jersey Gas, subsidiary of energy services holding company South Jersey Industries (NYSE:SJI), delivers clean, efficient natural gas and promotes energy efficiency to approximately 375,000 residential, commercial and industrial customers in Atlantic, Cape May, Cumberland, Salem, and significant portions of Gloucester, Burlington and Camden counties in New Jersey. Visit www.southjerseygas.com to learn more about South Jersey Gas and its programs.

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