

Bottom Line Impact Announces New Customer Win with South Jersey Gas

-Write-off Recovery Services Company Increases Client Portfolio with New Jersey-based Utility-

PASADENA – June 29, 2005 – Bottom Line Impact, a value-added service company focusing on write-off reductions for the utility industry, recently announced its customer win of South Jersey Gas, a provider of regulated natural gas and delivery services to over 300,000 customers in southern New Jersey.

South Jersey Gas is the principal subsidiary of South Jersey Industries, which is traded under the NYSE ticker symbol SJI. The company serves residential, commercial, and industrial customers and its 5,441 miles of distribution and transmission lines encompass over 112 municipalities in southern New Jersey.

“Once the results from our Initial ROI Assessment were in, we knew Bottom Line Impact’s Automated Revenue Miner was the tool we had been looking for to lower our write offs,” said Joan Sweeney, Manager, Customer Service and Collections, South Jersey Gas. “Also the flexibility the Automated Revenue Miner offers has allowed us to set up automated balance transfers or review them manually, simultaneously, which is definitely an added bonus.”

Bottom Line Impact offered South Jersey Gas its No-Cost Initial ROI assessment utilizing the Automated Revenue Miner (ARM). The CIS independent ARM tool uses the most sophisticated matching algorithms in the industry along with data mining techniques to find customers owing money that are ‘hiding’ within the active customer base. Once identified, this money can be immediately transferred from ‘owing’ accounts to ‘active’ accounts, drastically reducing write-off expense. Benefits of the ARM tool include:

- ◇ A guarantee to recapture enough lost revenue on the first day to cover all costs associated with the ARM tool;
- ◇ Reduce write offs using the most advanced matching algorithms in the industry;
- ◇ Speed final bill collections immediately increasing bottom line;
- ◇ Reduce manual skip tracing time;
- ◇ Provide continuous automated skip trace capability;
- ◇ Improve efficiencies within customer service call centers.

About South Jersey Gas

South Jersey Gas is the principal subsidiary of South Jersey Industries (NYSE:SJI) and provides natural gas service to over 313,000 residential, commercial and industrial customers in Atlantic, Cape May, Cumberland, Salem, and significant portions of Gloucester, Burlington and Camden counties in New Jersey. Visit <http://www.sjindustries.com> to learn more about South Jersey Gas and its programs.

About Bottom Line Impact

Pasadena-based Bottom Line Impact is the leading provider of value-added solutions that enable utilities to discover hidden revenue within their active customer base. Bottom Line Impact’s Automated Revenue Miner is a CIS independent tool that uses sophisticated matching algorithms and data mining techniques to find customers owing money that are essentially ‘hiding’ within utilities active customer base. Once identified, this money can be transferred from ‘owing’ accounts to ‘active’ accounts, drastically reducing write-off expense. Utilities such as Arizona Public Service, City of Orangeburg, SC, Department of Public Utilities, Dayton Power & Light, First Choice Power, Great Lakes Energy, Orange & Rockland Utilities, South Jersey Gas and consultants such as Cross Lake Consulting use Bottom Line Impact’s services to significantly reduce their bottom line. For more information, visit www.bottomlineimpact.com.

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