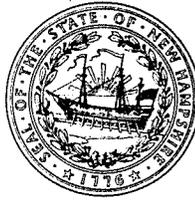


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PUBLIC UTILITIES COMMISSION
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March 8, 2011

Stacy M. Barnes
Manager Business Expansion
1 South Jersey Plaza
Folsom, N. J. 08037



Re: DM 09-127 Request for Amendment of Registration

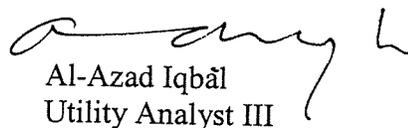
Dear Ms. Barnes:

On February 22, 2011 the Commission received a request from South Jersey Energy Company (SJE) to amend its Electric Supplier registration. Currently, the registration authorizes South Jersey Energy Company d/b/a Halifax American Energy Company (HAEC) to act as a CEPS in New Hampshire. SJE proposes to conduct business as HAEC as well as SJE.

To process your request, please provide corporate organizational documents showing the relationship between HAEC and SJE. Also, it is not clear whether this change is meant to reflect the addition of a trade name, a change in the entity supplying electricity, or some other type of change. Therefore, please also clarify the meaning of the phrase "SJE will be marketing and selling electric [*sic*] as South Jersey Energy Company" as used in your letter.

Please contact me if you have any questions.

Sincerely,


Al-Azad Iqbāl
Utility Analyst III