

FACT SHEET



Paying Quarterly Dividends for 100 Years

Middlesex Water Company has paid cash dividends in varying amounts continually since 1912 and has increased the dividend for 39 consecutive years.



Overview

Middlesex Water Company, established in 1897, provides a full range of regulated and non-regulated water, wastewater utility and related services primarily in New Jersey and Delaware. The Company has ten affiliated companies through which it designs, builds, manages, owns and operates water and wastewater assets, conducts municipal contract operations and public/private partnerships and offers water and sewer line maintenance services. Middlesex Water Company and its subsidiaries serve a population of over 400,000.

Corporate Strategy

Middlesex Water plans to seek profitable growth by pursuing acquisitions at reasonable prices as well as pursue expansion of its customer base and economies of scale through organic customer growth. In addition to diligently managing capital, operations and maintenance costs, the Company will work to recover costs through timely rate case filings and strive to minimize regulatory lag. The Company continues to focus on maintaining operational excellence as it works to deliver quality water and reliable service that exceeds customer expectations.

AT A GLANCE September 6, 2012

Market Cap	\$296.25M
52-Week Range	16.51-19.64
Avg. Volume (3m)	27,936
Dividend Yield	4.10%
Annualized Dividend	\$0.74
Stock Symbol	NASDAQ:MSEX

Financial Highlights

(in thousands except per share amounts)

	Quarter ended June 30,	
	2012	2011
Operating Revenues	\$ 27,401	\$26,102
Operating Expenses	\$ 20,191	\$19,364
Net Income	\$ 3,725	\$ 3,625
Earnings per share of Common Stock:		
Basic	\$ 0.23	\$ 0.23
Diluted	\$ 0.23	\$ 0.23
Cash Dividends Paid per Common Share	\$ 0.1850	\$ 0.1850

NASDAQ:MSEX



Contact Information:

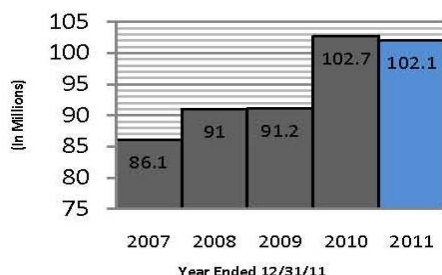
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Recent Events *(View additional news and press releases at www.middlesexwater.com)*

- In August, Middlesex Water Company announced net income for the quarter ended June 30, 2012 was \$3.7 million up from \$3.6 million, for the same period in 2011. On a fully diluted basis, earnings per share were \$0.23 for 2012 compared to \$0.23 in 2011.
- In July, Middlesex Water Company announced that its Board of Directors declared a cash dividend of \$0.1850 per common share payable September 3, 2012, for shareholders of record as of August 15, 2012. The Company has paid cash dividends on its common stock continually since 1912 and has increased its annual dividend rate for 39 consecutive years.
- In July, Middlesex Water Company announced that the New Jersey Board of Public Utilities (BPU) has approved a \$8.1 million increase in base water rates to its customers located in Central New Jersey. In an application filed with the BPU in January 2012, Middlesex sought an increase in base rates of \$11.3 million to reflect increased costs and capital improvements since the company's last rate filing.
- In June, Middlesex Water Company announced that the Delaware Public Service Commission (PSC) approved a \$3.9 million increase in the base water rates of its wholly-owned subsidiary, Tidewater Utilities, Inc.

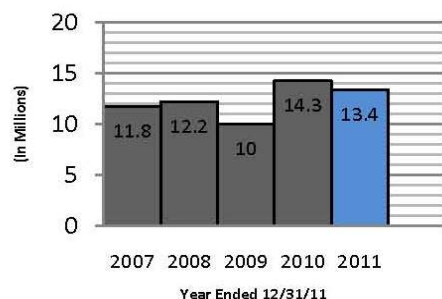
REVENUE



Why Middlesex Water?

- Experienced water provider with more than a century of water utility management
- Supportive Regulatory Environment
- Dividend Reinvestment and Common Stock Purchase Plan enables convenient purchase of additional shares of common stock
- Experienced management team and active industry leader
- Prudent investment in regulated utility infrastructure allows investors to earn a return on costs incurred to construct utility assets
- Wastewater services is a key driver of growth
- Growing reputation as honest and ethical problem solver
- Stable residential/commercial customer base
- Well positioned to capitalize on new growth opportunities
- Solid Debt Ratings (S&P A-) Stable

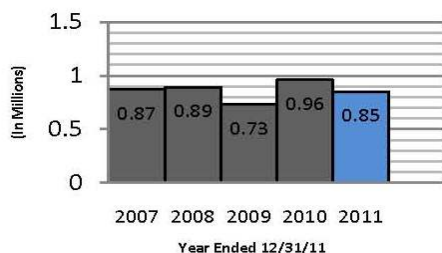
NET INCOME



Analyst Coverage

-Janney Montgomery Scott LLC -Ladenburg Thalmann & Co. Inc.
-R.W. Baird & Co.

EARNINGS (Per Share)



Senior Management Team

Dennis W. Doll – *Chairman, President and Chief Executive Officer*
Richard M. Risoldi – *Vice President Operations & Chief Operating Officer*
A. Bruce O' Connor – *Vice President and Chief Financial Officer*
Kenneth J. Quinn – *Vice President, General Counsel, Sec./Treasurer*
Bernadette M. Sohler – *Vice President, Corporate Affairs*
Lorrie B. Ginegaw – *Vice President, Human Resources*
Gerard L. Esposito – *President, Tidewater Utilities, Inc.*

Forward Looking Statement—Certain matters discussed in this fact sheet are forward-looking statements intended to qualify for the “safe harbor” from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements can generally be identified as such because the context of the statement will include words such as the Company “believes,” “anticipates,” “expects” or words of similar import. Similarly, statements that describe the Company’s future plans, objectives, estimates or goals are also forward-looking statements that are subject to the risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the statements.