



ANNUAL REPORT OF REPRESENTED ENTITY

FORM L1-L Reporting For Calendar Year 2010

ELEC RECEIVED MAR 03 2011

NEW JERSEY ELECTION LAW ENFORCEMENT COMMISSION P.O. Box 185 Trenton, NJ 08625-0185 (609) 292-8700 or Toll Free Within NJ * 888-313-ELEC (3532) Website www.elec.state.nj.us

FOR STATE USE ONLY

Amendment

Name of Represented Entity Public Service Enterprise Group (PSE&G/PSE&G Power/PSEG Service Corporation)

Business Address 80 Park Plaza

RECEIVED VIA FAX

City Newark State NJ Zip Code 07102

*(Area Code) Telephone Number 973-430-6400

1. Provide the following information regarding the Governmental Affairs Agent(s) employed by the Represented Entity named above.

1 Name Ralph Izzo

Registration Number 1524-12 Job Title Chairman of the Board, President & CEO, PSE&G

Business Address 80 Park Plaza

City Newark State NJ Zip Code 07102

*(Area Code) Telephone Number 973-430-8394

2. Name Ralph LaRossa

Registration Number 1524-13 Job Title President & COO, PSE&G

Business Address 80 Park Plaza

City Newark State NJ Zip Code 07102

*(Area Code) Telephone Number 973-430-8248

3. Name Richard Thigpen

Registration Number 1524-18 Job Title VP State Governmental Affairs PSE&G

Business Address 80 Park Plaza

City Newark State NJ Zip Code 07102

*(Area Code) Telephone Number 973-430-6400

4. Name Anne E. Hoskins

Registration Number 1524-9 Job Title SVP Public Affairs & Sustainability

Business Address 80 Park Plaza

City Newark State NJ Zip Code 07102

*(Area Code) Telephone Number 973-430-5046

SCHEDULE B - SALARY & COMPENSATION

PURPOSE: To report the salary and compensation paid by the Represented Entity to its Governmental Affairs Agent(s). Include the reimbursement of an Agent's expenses in amounts reported.

1. For the Governmental Affairs Agents who are employees of the Represented Entity named on page 1, question 1, report the salary and other compensation paid. **NOTE:** Only the pro rata share of each employee's salary and compensation need be included if the employee spends only a portion of his/her time lobbying.

\$ _____ 171,12.00

2. For the Governmental Affairs Agents named on page 2, question 2, who are retained or otherwise engaged by the Represented Entity, please provide the following information:

NAME OF PAYEE	LOBBYING PURPOSE	COMPENSATION
1. Princeton Public Affairs Group	Government Relations	74,000.00
2. 1868 Public Affairs	Government Relations	62,000.00
3. Public Strategies Impact, LLC	Government Relations	84,000.00
4. Donald Sico & Company, LLC	Government Relations	28,500.00
5. Jack Collins Enterprises	Government Relations	72,000.00
6. Wolf Samson	Government Relations	36,663.00
7.		
Total \$		357,163.00
SCHEDULE B TOTAL \$		528,705.00

SCHEDULE C - SUPPORT PERSONNEL

PURPOSE: To report the costs of support personnel who, over the course of the reporting year, individually spend 450 or more hours supporting the activities of the Represented Entity or Governmental Affairs Agent(s).

After determining to which person(s) this applies, report the pro rata share of those costs which are attributable to supporting the activities of the Represented Entity or Governmental Affairs Agent(s) in influencing legislation, regulations, governmental processes, or communicating with the general public.

SCHEDULE C TOTAL \$ _____ **99,000.00**

CERTIFICATION

This certification shall be signed by a Governmental Affairs Agent employed by the Represented Entity or a responsible Financial or Governmental Affairs Officer of the Represented Entity

I, Rick Thigpen

(print name)

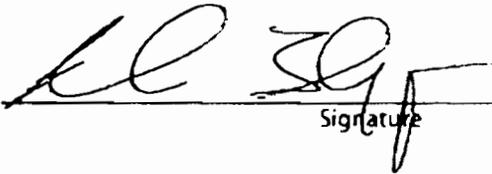
hereby certify that I am duly authorized by

PUBLIC SERVICE ENTERPRISE GROUP (PSEG)

(print name of Represented Entity)

to file and certify the accuracy and correctness of this Annual Report of Lobbying Activity for calendar year 2010

I certify that the statements made herein are true and accurate. I am aware that if any of the foregoing statements are willfully false, I may be subject to punishment.


Signature

February 14, 2011

Date