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FOR IMMEDIATE RELEASE

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Selective Insurance Group Announces Officer Appointments

Branchville, NJ – March 4, 2010 - Selective Insurance Group, Inc. (NASDAQ: SIGI) announced the following appointments:

Anthony D. Harnett (Wantage, NJ) to senior vice president, corporate controller. Mr. Harnett joined Selective in September 1999 as a senior accountant and held various finance positions over the years before being promoted to vice president and controller in 2008.

Mr. Harnett holds a B.S. in Accounting from Albright College in Reading, PA and earned the Certified Public Accounting designation in 1998. He is also a member of the American Institute of Certified Public Accountants and the Pennsylvania Institute of Certified Public Accountants.

Selective Insurance Group, Inc. announced the following appointments by its subsidiary, Selective Insurance Company of America:

John P. Bresney (Hackettstown, NJ) to vice president of infrastructure services and operations for Selective's Information Technology Services (ITS) department. Previously, he served as assistant vice president of infrastructure services. He joined Selective in June 1996 as a management trainee and has held various positions within the ITS department.

Mr. Bresney holds a B.S. in Computer Information Systems from Bloomsburg University in Bloomsburg, PA and attained a Master's Certificate in Project Management from George Washington University in Washington, D.C.

Darryl P. Holmes (Bridgewater, NJ) to vice president, commercial lines underwriting. Mr. Holmes joined Selective in February 2009 as assistant vice president of commercial lines underwriting. Prior to that, he was a branch manager at Zurich North America.

Mr. Holmes holds a B.A. in English from Queens College in Flushing, NY.

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Robert J. McKenna (Sparta, NJ), to vice president, infrastructure architecture and engineering for Selective's ITS department. Previously, he served as assistant vice president, infrastructure planning and integration. Prior to that, Mr. McKenna was a senior engineer/team lead for Prebon Yamane.

Mr. McKenna earned a B.E. in Chemical Engineering from Stevens Institute of Technology in Hoboken, NJ and an MBA from Montclair State University in Montclair, NJ. In addition, he attained a Master's Certificate in Project Management from George Washington University in Washington, D.C.

Raymond J. Farinella (Warwick, NY), to assistant vice president, billing services. Previously, he served as billing services manager. Mr. Farinella joined Selective in May 2006 as a manager of direct bill accounts. Prior to that, he was a corporate financial manager for Konica Minolta.

Mr. Farinella earned a B.S. in Business Administration from Montclair State University in Montclair, NJ and an MBA from St. John's University in Jamaica, NY.

About Selective Insurance Group, Inc.
Selective Insurance Group, Inc. is a holding company for seven property and casualty insurance companies rated "A+" (Superior) by A.M. Best. Through independent agents, the insurance companies offer primary and alternative market insurance for commercial and personal risks, and flood insurance underwritten by the National Flood Insurance Program. Selective maintains a website at www.selective.com.

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