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FOR IMMEDIATE RELEASE

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Selective Insurance Group Announces Officer Appointments

Branchville, NJ – March 6, 2009 - Selective Insurance Group, Inc. (NASDAQ: SIGI) announced the following appointments by its subsidiary, Selective Insurance Company of America ("Selective"):

Patricia A. Brinck (Wantage, NJ), to assistant vice president and assistant controller. Previously, she served as director of financial accounting. Ms. Brinck joined Selective in November 2002 as a senior accountant. Prior to that, she served as a senior accountant at GPU, Inc.

Ms. Brinck holds a B.S. degree from Montclair State College in Montclair, NJ and earned the Certified Public Accounting designation in 1993. She is a member of the New Jersey State Society of Certified Public Accountants.

Alan P. Costa (Manlius, NY) to assistant vice president and regional safety operations manager. Mr. Costa joined Selective in July 2006 as a regional safety manager. Prior to that, he worked for more than 28 years with Insurance Services Office (ISO), Kemper Insurance and Acadia Insurance companies.

Mr. Costa earned his A.S. degree from Springfield Technical Community College in Springfield, MA and holds the Chartered Property Casualty Underwriters, Associate in Risk Management and Certified Fire Protection Specialist designations and is a member of the National Fire Protection Association and the American Society of Safety Engineers.

John E. Kollar (Towaco, NJ) to assistant vice president, actuarial claims reserving. Mr. Kollar joined Selective in October 2004 as an actuarial manager. Prior to that, he served as a senior actuarial associate at ISO.

Mr. Kollar holds a B.A. degree from the Fordham College at Lincoln Center, New York, NY and is a Fellow of the Casualty Actuarial Society and a member of the American Academy of Actuaries.

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Brian S. Krick (Milford, PA) to assistant vice president, advanced pricing. Mr. Krick joined Selective in June 2003 as actuarial manager of commercial lines pricing. Prior to that, he was a regional actuary with Zurich North America.

Mr. Krick holds a B.A. from Drew University in Madison, NJ and is a Fellow of the Casualty Actuarial Society and a member of the American Academy of Actuaries.

Haide M. Krygoski (Flanders, NJ) to assistant vice president and assistant controller. Previously, she served as director of financial reporting. Prior to that Ms. Krygoski served as an internal auditor and statutory accountant for Crum & Forster, Inc.

Ms. Krygoski holds a B.S. from Seton Hall University in South Orange, NJ and earned the Certified Public Accounting designation in 1998. She is a member of the New Jersey State Society of Certified Public Accountants and the American Institute of Certified Public Accountants.

Jeffrey Roth (Denville, NJ) to assistant vice president, pricing. Previously, he served as actuarial manager for Selective Risk Managers. Mr. Roth joined Selective in October 2004 as a senior actuarial analyst. Prior to joining Selective he served as an actuarial analyst with Converium Holding AG.

Mr. Roth holds a B.S. from Grove City College in Grove City, PA. He is an Associate of the Casualty Actuarial Society and a member of the American Academy of Actuaries.

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. Other subsidiaries of the company provide human resource administration outsourcing. Selective maintains a website at www.selective.com.

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