



Selective Insurance Group, Inc.
40 Wantage Avenue
Branchville, New Jersey 07890
www.selective.com

FOR IMMEDIATE RELEASE

Media Contact: Gail Petersen
973-948-1307, gail.petersen@selective.com

Selective Insurance Group Announces Officer Appointments

Branchville, NJ – November 9, 2010 - Selective Insurance Group, Inc. announced the following appointments by its subsidiary, Selective Insurance Company of America:

Vincent M. Senia (Lawrenceville, NJ) to senior vice president, actuarial reserving. Mr. Senia joined Selective in October 2010. Prior to that, he was vice president and chief reserving actuary for Munich Re America. Mr. Senia earned his B.S. in Actuarial Science from the New Jersey Institute of Technology in Newark, NJ. He is a Fellow of the Casualty Actuarial Society and a member of the American Academy of Actuaries.

Leigh A. Smith (Burlington, CT) to vice president, business intelligence & market innovation. Mr. Smith joined Selective in September 2010. Prior to that, he held two positions at The Hartford including group director, Association/Affinity Services and director, Association Marketing. Mr. Smith earned a B.B.A. in Finance from the University of North Florida in Jacksonville, FL and an M.B.A. from Florida State University in Tallahassee, FL.

Kimberlie A. Weisse (Sparta, NJ) to vice president, workers compensation line of business leader. Ms. Weisse joined Selective in April 2010 as assistant vice president, workers compensation line of business manager. Prior to that, she was the underwriting vice president (East) for the Specialty Workers Compensation division at Chartis/AIG. Ms. Weisse holds a B.A. in Communications from the State University of New York in Albany, NY. She earned her designation as a Chartered Property Casualty Underwriter (CPCU) in 1999 and currently serves as president of the Westchester, NY Chapter of the CPCU.

Mitchell S. Bierman (Randolph, NJ) to assistant vice president, director, claims shared services. Mr. Bierman joined Selective in 2006 as a senior internal auditor and became claims compliance counsel in 2008. Prior to Selective, he was at The Hartford as a quality assurance leader and at Progressive Casualty Insurance Company as a claims litigation manager. He earned a B.S. in Psychology and Business from Ithaca College in Ithaca, NY and a J.D. from Delaware Law School at Widener University in Wilmington, DE.

- more -

Kelly A. McConvery Neal (Sparta, NJ) to assistant vice president, retirement, payroll, and human resources information systems. Ms. McConvery Neal joined Selective in July 1999 as a stock plan administrator and has held various positions within the organization including most recently as the director of retirement and stock plans. Ms. McConvery Neal earned her B.A. in History from the University of Connecticut in Storrs, CT and an M.B.A. from Centenary College in Hackettstown, NJ.

David M. McKenna (Fitchburg, MA) to assistant vice president, director, claims metrics. Mr. McKenna joined Selective in September 2010. Prior to that he was with Homesite Insurance in Boston where he was the manager of Claims project services. Mr. McKenna holds a certification in Project Management and earned a B.S. in Computer Information Systems from Fitchburg State College in Fitchburg, MA and a M.S. in Information Technology Management from Brandeis University in Waltham, MA.

Stan Willey (Fair Lawn, NJ) to assistant vice president, commercial automobile line of business manager. Mr. Willey joined Selective in September 2010. Previously, he served as assistant vice president, regulatory compliance with Crum & Forster. Mr. Willey holds a B.S. in Business Economics from Rutgers University in New Brunswick, NJ and is a member of the Property Casualty Insurers Association of America Commercial Auto committee.

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.

###