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Selective Appoints New Member to Board of Directors

Branchville, NJ – April 26, 2012 – Selective Insurance Group, Inc. (NASDAQ: SIGI), announced today that Annabelle Bexiga was elected to its Board of Directors at Selective's Annual Meeting of Shareholders on April 25, 2012. Ms. Bexiga is an independent director.

"Annabelle is a welcome addition to the Selective Board and we look forward to her participation and contributions," said Lead Independent Director A. David Brown. "She has tremendous financial services industry experience in leadership positions in technology, operations and business management," continued Brown. "The high tech, high touch philosophy is critical to Selective's success and Annabelle's extensive IT experience will prove invaluable as we develop and execute our internal and external technology strategies. Annabelle is a great fit for Selective."

Ms. Bexiga is the Chief Information Officer at TIAA-CREF, a Fortune 100 financial services organization and a leading provider of retirement services in the academic, research, medical and cultural fields. Ms. Bexiga is responsible for technology strategy, architecture, initiatives and solutions. Positions prior to TIAA-CREF include chief information officer at Bain Capital, LLC, managing director and chief information officer at JPMorgan Invest, Inc., and leadership roles at Lehman Brothers and Deutsche Bank. In addition, Ms. Bexiga holds a B.S. in Computer Science from Seton Hall University, an Executive M.B.A from Rutgers University Business School and an Associate Coach Certification from the Hudson Institute of Santa Barbara. In 2011, she was named to *Insurance & Technology Magazine's* "Elite 8."

Selective Insurance Group, Inc. is a holding company for eight 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.