February 3, 2015 - Selective Chairman and CEO, Gregory E. Murphy and President and COO, John J. Marchioni to present at the Bank of America Merrill Lynch 2015 Insurance Conference

Event: Selective Insurance Group, Inc., Chairman and CEO,

Gregory E. Murphy, and President and COO, John J. Marchioni to speak at the Bank of America Merrill Lynch

Insurance Conference.

Date: February 11, 2015

Selective will present on Wednesday, February 11, 2015

at 1:10 p.m. Eastern time

Internet Access: Selective's presentation will be broadcast live

on the Internet. Investors are invited to listen to the presentation by visiting the Investor Relations page of www.selective.com. For those unable to listen to the live broadcast, a replay will be available until March 12, 2015

by accessing the company website.

Information: For more information about the Selective broadcast.

contact Jennifer DiBerardino at 973-948-1364 or

jennifer.diberardino@selective.com

Selective Insurance Group, Inc. is a holding company for ten property and casualty insurance companies rated "A" (Excellent) 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.