



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

FOR IMMEDIATE RELEASE:

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

Selective Appoints New Executive Vice President of Commercial Lines

Branchville, NJ – February 24, 2015 - Selective Insurance Group, Inc., (NASDAQ: SIGI) today announced the appointment of Douglas T. Eden as executive vice president, head of commercial lines. Eden will assume responsibility for all aspects of standard commercial lines operations, including all regional management.

“We are very excited to have Doug on the executive leadership team at Selective,” said President and Chief Operating Officer John J. Marchioni. “He brings extensive underwriting and operations experience to Selective, which will further our mission to deliver high-tech, high-touch insurance solutions to our distribution partners and customers.”

Eden has spent 20 years in the industry and gained a wealth of experience in field operations, mergers and acquisitions, state expansion and growing small business lines. He earned a B.S. in Economics, with a concentration in insurance and risk management, from the Wharton School at the University of Pennsylvania in Philadelphia, PA. He also obtained the Chartered Property Casualty Underwriter designation.

“The timing of Doug’s arrival at Selective couldn’t be better,” continued Marchioni. “He will be a key member of the team that delivers on our strategy to grow our business profitability, reduce expenses and build the strongest bench of talented employees in the industry.”

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.

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