



Selective Enhances Online Presence with New and Improved Website

New www.Selective.com Offers Visitors Easy Navigation and Richer Online Content for Commercial and Personal Insurance Solutions

BRANCHVILLE, N.J., Jan. 26, 2016 /PRNewswire/ -- Selective Insurance Group, Inc. (NASDAQ: [SIGI](http://www.Selective.com)) today announced the launch of an upgraded website to provide customers, insurance agents, investors and site visitors with relevant and easy-to-find company information and resources. The redesign of www.Selective.com advances the company's commitment to providing superior customer service anytime, anywhere.

"At Selective, response is everything. This includes developing an intuitive new website that features rich content and offers visitors a fresh, versatile site experience," said Rohit Mull, Senior Vice President, Chief Marketing Officer. "Insurance provides peace of mind that assets are protected, and the development of the new www.Selective.com furthers our commitment to helping consumers and business professionals get timely access to agents and insurance solutions to meet their risk management needs."

The new www.Selective.com offers simplified navigation, a clean, modern design and improved functionality to scan, scroll, explore and read content seamlessly. Visitors can easily access information about Selective's personalized insurance solutions for businesses and individuals, as well as resources for finding and connecting with an experienced independent insurance agent. Investors can get up-to-date financial data and information about the company's stock price history and investment proposition. Career information about joining Selective's team is also available on the robust website.

Utilizing the latest responsive website technology and created with superior user experience as a key priority, the new website is compatible with today's browsers and mobile devices, allowing visitors to get information however and whenever they want. Customers can create an account, pay a bill or report a claim by visiting www.Selective.com and clicking "Login."

There's a Selective App for That

To further the company's commitment to offering comprehensive customer service anytime, anywhere, Selective has also launched an updated mobile app. This third version of the App has new, in-app features that include the convenience and capability for customers to upload up to six photos at a time when submitting a claim. In addition, to help expedite the process for scheduling Safelite AutoGlass® claim repairs, the App has pre-populated data fields so customers can quickly complete and submit the request form. The App also provides customers with the ability to update their self-service profiles so they can add/change e-mail address and contact information.

The latest installment of the Selective App is available free at the Apple® and Google™ Play app stores. Customers who already have the Selective App on their mobile devices will be prompted to download the latest update.

"Our goal in launching our redesigned website – www.Selective.com – and updated mobile app is to provide improved access and resources for customers, insurance agents, investors and prospective

employees to learn more about our company, our insurance solutions and our value proposition. Delivering superior customer service is important and we will continue to develop, refine and launch technologies that facilitate better connections with our key constituents," concluded Mull.

About Selective Insurance Group, Inc.

Selective Insurance Group, Inc. is a holding company for 10 property and casualty insurance companies rated "A" (Excellent) by A.M. Best. Through independent agents, the insurance companies offer standard and specialty 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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