SELECTIVE CEO, GREGORY E. MURPHY, AND CFO, DALE A. THATCHER, TO PRESENT AT THE BANK OF AMERICA MERRILL LYNCH INSURANCE INVESTOR CONFERENCE

Event:
Selective Insurance Group, Inc., Chairman, President and CEO Gregory E. Murphy and Chief Financial Officer Dale A. Thatcher to speak at the Bank of America Merrill Lynch Insurance Investor Conference.

Date:
February 15-16, 2011
Selective will present on Wednesday, February 16, 2011 at 10:35 a.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.

Minimum system requirements include RealPlayer software, which can be downloaded at no cost from www.real.com/products/player/index.html, or Microsoft Windows Media Player. For those unable to listen to the live broadcast, a replay will be available for 60 days by accessing the above web address. There is no charge to access the event.

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 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.