SELECTIVE INSURANCE HOLDS 14TH ANNUAL BUILD-A-BIKE COMPETITION WITH RECORD BIKE AND TOY DONATION BY EMPLOYEES TO SUPPORT PROJECT SELF-SUFFICIENCY'S SEASON OF HOPE TOY SHOP

BRANCHVILLE, N.J., December 11, 2020 – Selective Insurance Company of America, the lead insurance company of Selective Insurance Group, Inc. (NASDAQ: SIGI), today concluded its 14th annual Build-A-Bike campaign to benefit Project Self-Sufficiency's (PSS) Season of Hope Toy Shop with a record donation of 33 bikes, built by Selective employees, and 30 bike helmets, gifted by Selective's Executive Chairman Gregory Murphy. In addition, Selective donated toys and food that were collected at a "Stuff the Van" event at the company's Branchville headquarters. The donations were given to PSS on Friday, December 11 to help individuals and families in Sussex, Northern Warren and Northern Morris Counties. In 2019, nearly 3,000 children and teens received toys through the Season of Hope Toy Shop.

"Selective's Build-A-Bike campaign is a philanthropic activity that we eagerly anticipate each year to help make the holidays special for local children," said John Marchioni, President and CEO. "Instead of a friendly competition all together in our Branchville office, employees built bikes in locations of their choosing, and, for the first time, family members were invited to join the fun. With a record number of bikes built for donation and new opportunities to participate, in many ways 2020 led to our best Build-A-Bike campaign for Project Self-Sufficiency!"

To ensure participants' health and safety, the competition included safe, socially distant assembly opportunities over the course of two weeks. All of the bike building teams consisted of an employee and up to four family members who reside in the same household. Teams were able to assemble bikes wherever they felt safest, including outdoors at Selective's Branchville office or at home before returning the completed bikes to the office.

"Selective Insurance provides invaluable support to Project Self-Sufficiency all year long, but the support during the month of December is most poignant, especially during this health and economic crisis," remarked Project Self-Sufficiency Executive Director Deborah Berry-Toon. "During a normal year, we enjoy witnessing the incredible team spirit exhibited by groups of Selective employees as they race to assemble new bikes for children and teens. This year, we are overjoyed that Selective employees were able to continue this tradition of helping their neighbors in need by assembling the bikes on their own. The families served by the Season of Hope Toy Shop face daunting financial challenges, but we hope that their holidays will be a little brighter thanks to this overwhelming gesture of kindness and compassion."

Selective's philanthropic arm, the Selective Insurance Group Foundation (Foundation), provides monetary and in-kind donations to PSS throughout the year. A total of 271 bikes have been built and donated to PSS, along with bike safety gear. The Foundation also supports charities across the country that provide health and human services, promote civic responsibility and support home, auto and business safety.

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 through the National Flood Insurance Program's Write Your Own Program.

Selective's unique position as both a leading insurance group and an employer of choice is recognized in a wide variety of awards and honors, including the Fortune 1000 and being named as one of "America's Best Mid-Size Employers" in 2019 by Forbes Magazine. For more information about Selective, visit www.Selective.com.

Media Contacts:
Jamie Beal
(973) 948-1234
Jamie.Beal@Selective.com

Katelyn Leondi
(973) 948-9372
Katelyn.Leondi@Selective.com