

SELECTIVE SHINES SPOTLIGHT ON PERSONAL LINES COVERAGE

BRANCHVILLE, N.J., June 29, 2016 /PRNewswire/ -- Selective Insurance Company of America, a subsidiary of Selective Insurance Group, Inc. (NASDAQ: SIGI), has launched a promotional campaign to increase consumer awareness of personal lines coverage needs and provide education about risk management solutions. The campaign, **#rethink...**, is designed to further emphasize the company's commitment to Personal Lines insurance by offering a summer consumer sweepstakes and a new claims concierge service.

 Selective Insurance

Selective offers a broad, customizable selection of personal risk solutions to help consumers find the coverage that works for them. It is important to understand that not all insurance products are created equal and consider the value of quality risk management and superior customer service.

"No matter the value of assets a customer has, the peace-of-mind that comes with the right protection is invaluable," said Allen Anderson, Senior Vice President, Personal Lines. "Selective offers competitive products and superior customer service that proactively respond to the needs of today's consumer who sees insurance as more than just a commodity."

To encourage consumers to **#rethink...** their personal insurance solutions, Selective is offering a consumer sweepstakes* for new and potential customers. Where allowed by law, each new or existing customer who purchases an automobile, homeowners, umbrella or renter's policy with Selective between July 1 and August 31, 2016 will be entered into a sweepstakes. All other consumers and potential customers can enter via mail. At the end of the sweepstakes period, 1,000 winners will be randomly selected to receive a Tile® device – an ingenious way to find lost keys, phones or anything else attached to the device.

The **#rethink...** campaign also highlights The Selective Edge® insurance product, which offers a broader coverage combination for auto and homeowners. New customers covered under The Selective Edge® will have a claims concierge service available to them.

"This claims concierge service is a standout in the marketplace. Customers are contacted within the same business day for service center-managed claims reported by 4:30pm (ET), and have the ability to submit photos for a quick appraisal of drivable, repairable vehicles, and receive payment within 2 business days for customer-submitted, covered vehicle/home damages up to \$2,500," said George Neale, Executive Vice President, Chief Claims Officer. "At Selective, *Response is everything*® and we are here for customers in times when they need us most. This enhanced service gives customers confidence that their claims will be handled quickly, efficiently and professionally."

Selective encourages consumers to get expert advice about risk solutions from one of their world-class independent agents. To learn more about the **#rethink...** campaign, The Selective Edge®, or any of Selective's insurance products and services, consumers can find the Selective agents nearest them by going to <https://www.Selective.com/our-insurance/find-an-agent>.

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.

*The official rules for the consumer sweepstakes are available at <https://www.selective.com/site-services/rethink-official-rules>

Logo - <http://photos.prnewswire.com/prnh/20151119/289411LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releaseS/Selective-Clone-V2-shines-spotlight-on-personal-lines-coverage-300292210.html>

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