SELECTIVE INSURANCE GROUP, INC. PLANS CONFERENCE CALL ON 2ND QUARTER 2011 RESULTS THURSDAY, JULY 28, 2011 AT 8:30 A.M. ET (7:30 CT)

Branchville, NJ – July 7, 2011 – Selective Insurance Group, Inc. (NASDAQ: SIGI) plans to hold a conference call on July 28, 2011, at 8:30 a.m. (ET), to discuss second quarter 2011 results. Selective plans to release its results after the market close on July 27, 2011.

This call is being webcast and can be accessed live and for replay at Selective's website at www.selective.com. A supplemental investor packet will also be available on Selective's public website, www.selective.com , on July 27, 2011, after the market closes.

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 .

The webcast of the conference call will be available July 27 – August 26, 2011 on Selective's website, www.selective.com .

Contact: Jennifer W. DiBerardino, 973.948.1364
Sr. Vice President, Investor Relations & Treasurer
Jennifer.diberardino@selective.com

Media Contact: Gail Petersen, 973.948.1307
Vice President, Director of Communications
gail.petersen@selective.com