

SELECTIVE SUPPORTS NEIGHBORHOOD REVITALIZATION IN NEW JERSEY

BRANCHVILLE, N.J., April 13, 2016 /PRNewswire/ -- Selective Insurance Company of America and Selective Way Insurance Company (together, "Selective"), subsidiaries of Selective Insurance Group, Inc. (NASDAQ: SIGI) announced today a donation of \$150,000 to Interfaith Neighbors, Inc. ("IFN"), a New Jersey-based non-profit charity dedicated to helping low income families in Monmouth County, New Jersey. Selective's donation, made through the New Jersey Department of Community Affairs, Neighborhood Revitalization Tax Credit (NRTC) program, will help support many of the organization's initiatives, including comprehensive revitalization plans in Asbury Park, NJ.

 Selective Insurance (PRNewsFoto/Selective Insurance Group, Inc.)

"As a New Jersey-based employer, with more than 850 employees living and working in the state, we are committed to providing superior service, including being a good corporate citizen and giving back to the communities where we live and work. We are proud to support Interfaith Neighbors' work to meet the basic needs, build community, and increase the self-sufficiency of residents across the state," said Teresa Caro, SVP Regional Manager, NJ Region. "Together, we are working to rebuild the lives of those in need."

Founded in 1988 in response to the growing problem of homelessness, IFN provides programs that serve thousands of families throughout Monmouth County. Selective's funding will help support many of these community-based programs, including meal delivery to the elderly; assistance to homebound or disabled individuals; youth programs that provide job training and academic skills improvement; and support services for aspiring entrepreneurs.

As a super-regional provider of insurance solutions to meet the risk management needs of consumers and businesses, Selective understands, especially during times of need... *Response is everything*®. Selective's philanthropic efforts support organizations that provide health and human services, encourage civic responsibility, and promote home, auto, and business safety, in order to make a difference in people's lives in the communities we serve throughout the U.S.

The NRTC provides tax credits to businesses for donations, and as a result, communities are able to better serve residents' needs. In an effort to aid in the revitalization of New Jersey's distressed neighborhoods, the NRTC program enables business entities to invest in the revitalization of low- and moderate-income neighborhoods in eligible cities.

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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