SELECTIVE CHAIRMAN, PRESIDENT AND CEO, GREGORY E. MURPHY, AND EVP AND CFO, DALE A. THATCHER, TO PRESENT AT THE KEEFE, BRUYETTE & WOODS 2012 INSURANCE CONFERENCE

Event:
Selective Insurance Group, Inc., Chairman, President and CEO, Gregory E. Murphy and Chief Financial Officer, Dale A. Thatcher to speak at the Keefe, Bruyette & Woods Insurance Conference on Wednesday, September 5th

Date:
September 5-6, 2012
Selective will present on Wednesday, September 5, 2012 at 8:45 a.m. Eastern Standard 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 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 ten property and casualty insurance companies rated “A” 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.\