

SELECTIVE INSURANCE GROUP, INC. PLANS CONFERENCE CALL ON FOURTH QUARTER 2010 RESULTS THURSDAY, FEBRUARY 3, 2011 AT 8:30 A.M. ET (7:30 CT)

BRANCHVILLE, NJ – (BUSINESS WIRE) – January 5, 2011 – Selective Insurance Group, Inc. (Nasdaq: SIGI) plans to hold a conference call on February 3, 2011, at 8:30 a.m. (ET), to discuss fourth quarter 2010 results. Selective plans to release its results after the market close on February 2, 2011.

This call is being webcast by CCBN 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 February 2, 2011, after the market closes.

The webcast is also being distributed over CCBN's Investor Distribution Network to both institutional and individual investors. Individual investors can listen to the call through CCBN's individual investor center at www.companyboardroom.com or by visiting any of the investor sites in CCBN's Individual Investor Network. Institutional investors can access the call via CCBN's password-protected event management site, StreetEvents (www.streetevents.com).

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 February 3 – March 4, 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