

LIGHTS, CAMERA, ACTION: SELECTIVE SHINES A SPOTLIGHT ON SMALL BUSINESSES

BRANCHVILLE, N.J., April 11, 2017 /PRNewswire/ -- Selective Insurance Company of America, a subsidiary of Selective Insurance Group, Inc. (NASDAQ: SIGI), is inviting small business owners to share why their small business is a big deal. Now through April 23, small business owners are encouraged to record and upload a video of 60 seconds or less to Selective's [#thinkBIG video contest website](#) to be eligible for a cash prize.

"Small businesses have great stories and we want to hear them," said James McLain, Senior Vice President, Chief Field Operations Officer. "Selective's video contest shines a spotlight on this vital sector of our economy, and provides these hard-working entrepreneurs with the opportunity to showcase their business. As a leading insurer for small businesses, we offer more than just insurance to small business owners – we share our expertise."

"Every small business is unique and special, and each one has a story to tell. When small business owners share their journey to entrepreneurship by recording a short video and sharing it on social media, they build the visibility and exposure for their business among consumers across the country," stated Rohit Mull, Senior Vice President, Chief Marketing Officer.

From April 24 through May 7, the public can vote for their favorite videos by "liking" them, once per day, in the gallery section of the contest website. The top three winners will be chosen by May 15 and awarded the following prizes:

1st Place: \$5,000 2nd Place: \$2,500 3rd Place: \$1,000

For details about Selective's #thinkBIG video contest, including how to enter, please visit the [contest website](#).

Selective has a breadth of coverage options available to small business owners to give them peace of mind and protect their assets. Selective exclusively provides its property-casualty insurance products for small businesses through independent agency partners, who create the right combination of coverages fitted for a business owner's specific needs. To learn more, visit [Selective.com](#).

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.

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