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FOR IMMEDIATE RELEASE:

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Selective Appoints New Chief Information Officer

Branchville, NJ – April 12, 2011 - Selective Insurance Group, Inc., (NASDAQ: SIGI) today announced the appointment of Ronald St. Clair as Executive Vice President, Chief Information Officer. Mr. St. Clair will be assuming the ITS responsibilities of Richard Connell, who retired from Selective on April 1, 2011.

"We are very excited to have Ron on the executive leadership team at Selective," said Chairman, President and CEO Gregory E. Murphy. "He brings extensive information technology experience to Selective that will surely spark innovation and further our mission to be the 'high-tech, high-touch' provider of property and casualty insurance."

Mr. St. Clair spent the last 14 years at The Progressive Corporation, most recently as IT executive leading the Enterprise Resource Organization. He also held senior positions in the Commercial Auto and eServicing organizations. His achievements included leading the team that built Progressive's award-winning www.progressive.com website; developing the IT strategy and governance to drive faster time-to-market of new commercial auto product ideas; and moving insurance policy service transactions to a self-service web portal for independent agents.

Prior to his tenure at Progressive, Mr. St. Clair was the director of technology at Jo-Ann Stores, Inc., formerly Fabri-Centers of America, Inc. In this role, he created the technology vision for the company and built its client/server architecture from scratch to support its data warehousing initiative. Mr. St. Clair also spent the first six years of his career at Accenture, formerly Andersen Consulting, working with manufacturing, distribution, retail and healthcare clients.

Mr. St. Clair earned a B.S. in Computer Science from Harding University in Searcy, Arkansas and an M.B.A from Case Western Reserve University in Cleveland, Ohio.

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.