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FOR IMMEDIATE RELEASE:

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Selective Appoints New Chief Human Resources Officer

Branchville, NJ – October 25, 2011 - Selective Insurance Group, Inc., (NASDAQ: SIGI) today announced the appointment of Amy R. Carver as Executive Vice President, Chief Human Resources Officer. Ms. Carver will assume responsibility for all human resources functions including talent management, benefits, diversity and compensation.

"We are very excited to have Amy on the executive leadership team at Selective," said Chairman, President and CEO Gregory E. Murphy. "She brings a wealth of experience and talent to the organization. Amy's tenure in the financial services industry is a tremendous advantage that will allow her to acclimate quickly to insurance."

Most recently Ms. Carver was vice president, Human Resources, Managed Services at Computer Sciences Corporation in Falls Church, VA. She also worked at Freddie Mac in McLean, VA as the vice president of Talent Management/HR Business Partners and Employee Relations where she led the implementation of efforts to improve employee engagement, diversity initiatives and organizational efficiency work. Her prior positions included senior vice president/director, Integrated Performance Consulting and senior vice president, Organizational Effectiveness at Wachovia Corporation and vice president, Business Effectiveness and Executive Development at Day & Zimmerman, a \$2 billion military and workforce solutions company.

Ms. Carver earned a B.A. in Psychology from Gannon University in Erie, Pennsylvania, and an M.A. in Psychology and Ph.D. in Industrial and Organizational Psychology from Rice University in Houston, Texas.

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.

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