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FOR IMMEDIATE RELEASE

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Selective Insurance Group Announces Officer Appointments

Branchville, NJ – May 1, 2014 - Selective Insurance Group, Inc. (NASDAQ: SIGI), announced the following appointments by its subsidiary, Selective Insurance Company of America.

Thomas Case (Branchville, NJ) to vice president, Business Intelligence & Analytics. Mr. Case joined Selective in 1981 and has held various positions throughout the company prior to being named assistant vice president of Business Intelligence in 2011. Mr. Case holds designations as a Chartered Property and Casualty Underwriter, a Certified Insurance Counselor and a Project Management Professional.

Maria Orecchio (Chappaqua, NY) to vice president, assistant general counsel. Prior to joining Selective in March 2014, Ms. Orecchio served as senior counsel at Clyde and Co. U.S. LLP. Ms. Orecchio earned a B.A. in Sociology from Fordham University in New York and her J.D. from St. John's University Law School in New York.

Robert Redden (Milford, PA) to vice president, Agency Development. Mr. Redden joined Selective in 1988 as an intern and has held a variety of positions throughout the company prior to being named assistant vice president of Agency Development and Market Innovation in 2012. Mr. Redden earned a B.A. in Communication Studies from Montclair State University in Montclair, NJ and holds designations as a Chartered Property Casualty Underwriter, a Certified Insurance Counselor, and a Project Management Professional.

Peyton Artz (Richmond, VA) to assistant vice president, Corporate Claims. Prior to joining Selective in February 2014, Mr. Artz was a regional large loss manager at Hanover Insurance Company. Mr. Artz earned a B.A. in Economics and German at Hampden-Sydney College in Hampden-Sydney, VA and holds designations as an Associate in Claims and a Senior Claims Law Associate.

About Selective Insurance Group, Inc.

Selective Insurance Group, Inc. is a holding company for ten property and casualty insurance companies rated "A" (Excellent) 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.