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For Immediate Release:

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Introducing The Selective EdgeSM for Personal Lines

Branchville, NJ – December 15, 2014 – Selective Insurance Company of America announced the release of The Selective EdgeSM, a new product for customers who have both personal lines automobile and homeowners insurance with Selective. When home and auto coverage are combined, customers can have the peace of mind of adding The Selective EdgeSM to ensure that their assets are adequately protected.

“We’re excited to be offering this new product to our customers,” said Allen Anderson, senior vice president, Personal Lines. “Many people want better coverage on their property and can rely on the guidance of their insurance agent to direct them to the best option. The Selective EdgeSM is that comprehensive coverage, for not only basic needs, but the extras that consumers want to ensure will be covered as well.”

Consumers must have both auto and home insurance with Selective to purchase The Selective EdgeSM. The enhanced coverages for auto insurance include:

- Vehicle disablement;
- Coverage improvements on pet injury;
- Personal contents; and
- Accidental airbag deployment.

The benefits for home insurance include:

- Guaranteed replacement cost;
- Increased water back-up coverage;
- Replacement cost for non-building structures; and
- Increased jewelry coverage.

Selective will also offer accident forgiveness, loss free discount, diminishing deductible, newer car replacement, and uninsured/underinsured motorist coverage in umbrella over the course of 2015 to complement the current broad slate of auto coverage.

“Customers can learn more about The Selective EdgeSM from their agents,” continued Anderson. “Many people want coverage beyond the norm, and when they combine their home and auto insurance with Selective, we can be the solution to their insurance needs.”

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.