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SELECTIVE INSURANCE INTRODUCES SMART SECURESM, A COMPREHENSIVE SMART HOME AND SECURITY PROGRAM DEVELOPED TO MEET UNIQUE CUSTOMER NEEDS

Powered by Alarm.com, Selective Designs Smart SecureSM To Fit Customer Preferences with an End-to-End Solution That Offers Peace of Mind and Total Control Over Their Home

BRANCHVILLE, N.J., June 16, 2020 – [Selective Insurance Company of America](#), the lead insurance company of Selective Insurance Group, Inc. (NASDAQ: SIGI), today announced the launch of Smart SecureSM, an all-in-one smart home and security program that gives Selective's Smart SecureSM customers new levels of control over their home protection. Smart SecureSM, powered by Alarm.com, was developed by Selective to fit each customer's unique lifestyle, combining end-to-end smart technology equipment with interactive security, intuitive automation, and efficient energy management in a customizable package. Available beginning today in New Jersey, South Carolina and Tennessee¹ to Selective customers with personal home coverage or a flood Insurance policy, Smart SecureSM features customizable plans with favorable rates and homeowners premium credits upon activation.

"Our customer's home is likely to be their most valuable asset, so ensuring its protection while maximizing cutting-edge smart home technology is crucial for peace of mind. Selective's new Smart SecureSM program compliments our unique insurance solutions by adding security and risk management," said Allen Anderson, Senior Vice President and Chief Underwriting Officer, Personal Lines. "Designed with decades of insights about home safety, Smart SecureSM is a customizable, all-in-one smart home and security program that brings everything homeowners need – interactive security, smart home automation, advanced video monitoring and energy management features – directly to their fingertips to keep their home and family safe, secure and in control."

The Selective Smart SecureSM Difference

Smart SecureSM incorporates years of customer insights into a unique offering centered on giving customers the power of choice to design a system to meet their needs. As a one-stop-shop for smart home and security, Selective is making its mark on the P&C industry with the launch of the Smart SecureSM brand. At every touch point— from equipment selection, to monitoring and technical support—customers will interact seamlessly with the Smart SecureSM brand. This is an experience different from what other insurance carriers currently offer through traditional strategic partnerships with security companies.

¹ Selective anticipates expanding Smart SecureSM into additional states later in the year.

Unique Smart SecureSM Features

Smart SecureSM surpasses both traditional home security and DIY smart home security through the integration of innovative products and budget-friendly service models that are powered by Alarm.com's services. With reliable cellular-enabled service, Smart SecureSM provides customers 24/7 protection over their homes, and includes distinctive features such as:

- **Interactive security** – Emergency response, unusual event alerts, arming reminders, and more are all included in the security program.
- **Smart home automation** – The system learns the home's unique activity and can respond to changes.
- **Advanced video monitoring** – Video clips and alerts are sent to customers via the mobile app.
- **Energy management** – Efficient energy management with smart lighting and thermostat equipment.
- **Severe weather alerts** – Customers can receive severe local weather alerts on the security panel.
- **Advanced water sensors** – Customers can be alerted to potential water detection issues in their homes.

Selective is bringing Smart SecureSM to customers through the [Smart SecureSM website](#) where several equipment packages are available, as well as the option to customize an à la carte package and select desired equipment. The price varies based on the type of package and add-ons chosen, and a majority of the equipment is designed for convenient self-installation. For more complex products, professional installation is required and customers can easily find licensed, professional installers on the Smart SecureSM website.²

Homeowners Policy Discounts

Selective customers with a homeowner's insurance policy and a security system such as Smart SecureSM are eligible for premium credits. These credits, which vary based on the equipment selected, will be automatically applied once the customer signs up and activates their Smart SecureSM device(s).

For more information about Selective and the Smart SecureSM program, please visit <https://smart-secure.com/> and/or talk to a [trusted independent insurance agent](#).

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 through the National Flood Insurance Program's Write Your Own Program.

Selective's unique position as both a leading insurance group and an employer of choice is recognized in a wide variety of awards and honors, including the Fortune 1000 and being named as one of "America's Best Mid-Size Employers" in 2019 by Forbes Magazine. For more information about Selective, visit www.Selective.com.

² Professional installation is currently only available in specific zip codes in NJ, SC and TN based on installer availability, with plans to open the program statewide at a later time, taking into account each state's COVID-19 restrictions and customer demand for professional installations.