



Section 7 – Regulation FD

Item Regulation FD Disclosure.  
7.01.

On September 10, 2009, representatives of Selective Insurance Group, Inc. (“Selective”) are making a presentation at the Keefe, Bruyette & Woods 2009 Insurance Conference. The presentation is being webcast by Talkpoint and can be accessed within the Investors section of Selective’s website at [www.selective.com](http://www.selective.com). The webcast will be available for replay on Selective’s website until November 10, 2009. A copy of the slides, which will be presented at that conference, is attached hereto as Exhibit 99.1.

The information contained in this report on Form 8-K, including the exhibits attached hereto, is being furnished and shall not be deemed “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing. The Company makes no admission as to the materiality of any information in this report or the exhibits attached hereto.

Section 9 – Financial Statements and Exhibits

Item Financial Statements and Exhibits.  
9.01.

(d) Exhibits

99.1	Selective Insurance Group, Inc. Keefe, Bruyette & Woods 2009 Insurance Conference Presentation Slides
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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SELECTIVE INSURANCE GROUP, INC.

Date: September 9, 2009

By: /s/ Michael H. Lanza  
Michael H. Lanza  
Executive Vice President and General Counsel

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EXHIBIT INDEX

Exhibit No.	Description
99.1	Selective Insurance Group, Inc. Keefe, Bruyette & Woods 2009 Insurance Conference Presentation Slides