

Section 8 – Other Events

Item 8.01. Other Events.

On April 29, 2008, Selective Insurance Group, Inc. (the “Company”) issued a press release announcing the entry of Gregory E. Murphy, the Company’s Chairman, President and Chief Executive Officer, into a Rule 10b5-1 Sales Plan (the “Plan”) on April 28, 2008. Under the Plan, beginning June 2, 2008, Mr. Murphy may sell up to 50,400 shares of Company common stock on the open market upon the occurrence of certain pre-established conditions. The term of the Plan extends through May 29, 2009, unless terminated earlier under certain conditions. The press release is attached hereto as Exhibit 99.1.

Section 9 – Financial Statements and Exhibits

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

99.1 Press Release of Selective Insurance Group, Inc. dated April 29, 2008

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: April 29, 2008

By: /s/ Michael H. Lanza
Michael H. Lanza
Executive Vice President, General Counsel
& Corporate Secretary

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press Release of Selective Insurance Group, Inc. dated April 29, 2008