

Section 7 – Regulation FD

Item 7.01. Regulation FD Disclosure.

On February 8, 2010, representatives of Selective Insurance Group, Inc. (“Selective”) are making a presentation at the New York Society of Security Analysts (“NYSSA”) 14th Annual Insurance Conference. The presentation is being webcast by Shareholder.com and can be accessed within the Investors section of Selective’s website at www.selective.com. The webcast will be available for replay on Selective’s website until April 2, 2010. 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 9.01. Financial Statements and Exhibits.

(d) Exhibits

99.1 Selective Insurance Group, Inc. NYSSA 14th Annual Insurance Conference Presentation Slides

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: February 5, 2010

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

EXHIBIT INDEX

Exhibit No.	Description
99.1	Selective Insurance Group, Inc. NYSSA 14th Annual Insurance Conference Presentation Slides