

SELECTIVE INSURANCE GROUP INC

Form FWP

September 20, 2006

Free Writing Prospectus  
Filed Pursuant to Rule 433  
Registration Number 333-137395

**Final Term Sheet**

Issuer: Selective Insurance Group, Inc.  
Principal Amount: \$100,000,000  
Security Type: Junior Subordinated Notes due 2066  
Legal Format: SEC Registered  
Ratings: Baa3(Positive)/BBB-(Stable)/bbb(Stable)/BBB(Stable) Moody s /S&P /A.M. Best /Fitch  
Maturity: September 27, 2066  
Coupon: 7.5% per annum  
Trade Date: September 20, 2006  
Optional Redemption: At any time on or after September 26, 2011, at 100% of the principal amount, plus accrued and unpaid interest  
Optional Deferral: Maximum of 10 consecutive years per deferral  
Settlement Date: September 25, 2006  
Listing: Intend to apply to list on the NYSE; if approved, trading expected to begin within 30 days of issuance  
Price to Public: 100%  
Interest Payment Dates: Interest is cumulative and payable quarterly in arrears on March 15, June 15, September 15 and December 15 of each year, beginning December 15, 2006, and on September 27, 2066  
Tax Event Call: At any time prior to September 25, 2011, at 100% of the principal amount, plus accrued and unpaid interest  
Joint Book-Running Managers: Merrill Lynch, Pierce, Fenner & Smith Incorporated and Wachovia Capital Markets, LLC  
Co-Managers: BB&T Capital Markets, a division of Scott & Stringfellow, Inc., J.P. Morgan Securities Inc., Keefe Bruyette & Woods, Inc., Piper Jaffray & Co. and Raymond James & Associates  
CUSIP: 816300 30 5

The issuer has filed a registration statement, including a prospectus, with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in the registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may obtain these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Merrill Lynch, Pierce, Fenner & Smith Incorporated toll-free at 1-866-500-5408 or Wachovia Capital Markets, LLC toll-free at 1-800-326-5897.