

Section 7 – Regulation FD

Item 7.01. Regulation FD Disclosure.

On August 1, 2011, Selective Insurance Group, Inc. (the “Company”) closed the transaction it announced on July 11, 2011 under which its subsidiaries entered into renewal rights and related agreements with subsidiaries of Alterra Capital Holdings Limited to write commercial lines contract binding authority excess and surplus policies.

The information contained in this report on Form 8-K 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.

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: August 1, 2011

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