

Section 5 – Corporate Governance and Management

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

(d) Election of Director

Effective August 18, 2009, the Board of Directors (the “Board”) of Selective Insurance Group, Inc. (the “Company”) elected Cynthia S. Nicholson to the Board of the Company to serve until the 2010 annual meeting of stockholders of the Company. The Board has not appointed Ms. Nicholson to any committees of the Board at this time.

A copy of the Company's press release announcing Ms. Nicholson's election to the Company's Board is attached as Exhibit 99.1 to this report and is incorporated herein by reference.

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 August 20, 2009

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 20, 2009

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

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press Release of Selective Insurance Group, Inc. dated August 20, 2009