

Section 7 – Regulation FD

Item 7.01. Regulation FD Disclosure.

On April 16, 2012, Selective Insurance Group, Inc. (“Selective”) issued a press release announcing that it would host an Investor Day on Monday, May 14, 2012 beginning at 1:30 p.m. Eastern Time. The presentation is being webcast by Shareholder.com and can be accessed within the Investor Relations section of Selective’s website at www.selective.com. The webcast will be available for replay on Selective’s website until June 14, 2012. A copy of the slides, which were 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 Investor Day 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: May 14, 2012

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

EXHIBIT INDEX

| Exhibit No. | Description |
|-------------|----------------------------------|
| 99.1 | Investor Day Presentation Slides |