

SELECTIVE INSURANCE GROUP INC
 Form 4
 February 06, 2007

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 MURPHY GREGORY E

2. Issuer Name and Ticker or Trading Symbol
 SELECTIVE INSURANCE GROUP INC [SIGI]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 40 WANTAGE AVENUE
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 02/04/2007

Director 10% Owner
 Officer (give title below) Other (specify below)
 Chairman, Pres & CEO

BRANCHVILLE, NJ 07890

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount		
Common Stock	02/04/2007		F		7,348	D	\$ 51.54 131,108.5922 (1) D
Common Stock	02/05/2007		S		44	D	\$ 51.31 131,064.5922 (1) D
Common Stock	02/05/2007		S		154	D	\$ 51.35 130,910.5922 (1) D
Common Stock	02/05/2007		S		147	D	\$ 51.37 130,763.5922 (1) D
Common Stock	02/05/2007		S		116	D	\$ 51.38 130,647.5922 (1) D
	02/05/2007		S		22	D	D

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Common Stock					\$ 51.39	130,625.5922	
					<u>(1)</u>		
Common Stock	02/05/2007	S	110	D	\$ 51.42	130,515.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	131	D	\$ 51.43	130,384.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	44	D	\$ 51.44	130,340.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	44	D	\$ 51.46	130,296.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	120	D	\$ 51.48	130,176.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	241	D	\$ 51.49	129,935.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	100	D	\$ 51.5	129,835.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	77	D	\$ 51.51	129,758.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	34	D	\$ 51.52	129,724.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	66	D	\$ 51.53	129,658.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	55	D	\$ 51.54	129,603.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	66	D	\$ 51.55	129,537.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	28	D	\$ 51.56	129,509.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	61	D	\$ 51.61	129,448.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	65	D	\$ 51.62	129,383.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	22	D	\$ 51.69	129,361.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	5	D	\$ 51.71	129,356.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	156	D	\$ 51.45	129,200.5922	D
					<u>(1)</u>		
Common Stock	02/05/2007	S	16	D	\$ 51.57	129,184.5922	D
					<u>(1)</u>		
	02/05/2007	S	22	D			D

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Common Stock	\$ 129,162.5922			
	51.58 ⁽¹⁾			
Common Stock	3,390.5198	I		401(k)Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MURPHY GREGORY E 40 WANTAGE AVENUE BRANCHVILLE, NJ 07890	X		Chairman, Pres & CEO	

Signatures

Gregory E
Murphy
02/06/2007
Date

**Signature of Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes 1,524.923 shares acquired on February 4, 2007 through the dividend reinvestment feature of a restricted stock grant under the Selective Insurance Group, Inc. Stock Option Plan III.

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