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FOR IMMEDIATE RELEASE:

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**Selective Insurance Company of America
Honors Gannon Associates
for Outstanding Performance**

Towanda, PA – April 27, 2010 – Selective Insurance Company of America announced today that **Gannon Associates** has been named to Selective's 2010 President's Club for the agency's high standards in customer satisfaction, customer retention, sales and profitability. The President's Club recognizes a select group of insurance agencies throughout the country for their achievements and outstanding performance.

Selective's President's Club recipients are honored with benefits throughout the year, including access to top business consulting services and participation in company/agency strategic planning sessions.

"**Gannon Associates** exhibits outstanding dedication to its customers and is a model for the industry," says John Marchioni, Selective executive vice president, insurance operations. "We are pleased to welcome them to Selective's 2010 President's Club."

"The President's Club program is a key for our company in building stronger relationships with our top agencies like the **Gannon Agency**," says Marchioni. "Working closely with and listening to our most successful agents helps us provide better products and services to their customers."

"It's a tremendous achievement to be part of Selective's President's Club," **Mark Gannon, COO** says. "This recognition symbolizes our agency's commitment to customer service and to the importance of partnering with a customer-focused company like Selective."

Gannon Associates has 10 locations, and provides **Commercial, Personal and Agribusiness Products**. Contact them today at **1-888-897-5210** or visit them on the web at www.gannonassociates.com.

Selective Insurance Group, Inc. is a holding company for seven property and casualty insurance companies rated "A+" (Superior) by A.M. Best. Through independent agents, the insurance companies offer primary and alternative market insurance for commercial and personal risks, and flood insurance underwritten by the National Flood Insurance Program. Selective maintains a website at www.selective.com.