SELECTIVE INSURANCE ADDS TING FIRE PREVENTION TECHNOLOGY TO VALUE-ADDED SERVICES LINEUP

Branchville, N.J., Jan. 6, 2025 — With the addition of Whisker Labs' Ting fire prevention program, Selective Insurance Company of America has expanded the value-added services it offers to eligible policyholders. Ting is an innovative plug-in sensor and fire prevention service that monitors for hidden hazards that can lead to electrical fires within a home's wiring, devices, and utility equipment. Ting alerts the homeowner and coaches them through every repair step if a hazard is detected.

Selective joins a growing number of insurers adopting Ting as a proactive solution to mitigate risk and enhance customer safety. With a proven ability to prevent four out of five home fires, Ting has already been deployed in over one million homes and saved over 16,000 customers from potentially devastating fires.

"We're thrilled to partner with Selective Insurance to bring Ting to even more homes," shared Bob Marshall, Whisker Labs Co-Founder and CEO. "Our mission is clear: proactively reducing the risk of home fires and delivering safety alerts that provide real value to homeowners. This partnership helps keep families safe and strengthens the relationship between customers, their insurance provider, and their agents by offering a preventative, technology-driven solution."

Selective's complimentary Ting offer is currently available to homeowners' policyholders in Arizona, Illinois, Indiana, Iowa, Maryland, Minnesota, New Jersey, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, and Utah.

About Selective Insurance
Selective Insurance Group, Inc. (Nasdaq: SIGI) is a holding company for 10 property and casualty insurance companies rated "A+" (Superior) by AM Best. Through independent agents, the insurance companies offer standard and specialty insurance for commercial and personal risks and flood insurance through the National Flood Insurance Program's Write Your Own Program. Selective's unique position as both a leading insurance group and an employer of choice is recognized in a wide variety of awards and honors, including listing in Forbes Best Midsize Employers in 2024 and certification as a Great Place to Work in 2024 for the fifth consecutive year. For more information about Selective, visit www.Selective.com.

About Whisker Labs
Whisker Labs develops cutting-edge sensor technology to protect families, homes, and communities by predicting and helping prevent electrical fires while also monitoring the resiliency and safety of the U.S. electrical grid. Through a single, DIY sensor plugged into a wall outlet, Ting, Whisker Labs' flagship solution enables intelligent detection, localization, and mitigation of hazards before they can start a fire. As one of the fastest growing grid IoT networks, Ting is proven to prevent 80% of electrical fires, reducing home fire losses and saving lives across the U.S. every day. For more information, please visit www.whiskerlabs.com. Follow us on LinkedIn, X, Instagram, and Facebook.