

EVANS JACK  
Form 4  
March 18, 2013

**FORM 4**

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

OMB APPROVAL

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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 \*  
EVANS JACK

2. Issuer Name and Ticker or Trading Symbol  
UNITED FIRE GROUP INC  
[UFCS]

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

(Last) (First) (Middle)  
118 SECOND AVENUE SE, P.O.  
BOX 73909  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/18/2013

Director  10% Owner  
 Officer (give title below)  Other (specify below)

CEDAR RAPIDS, IA 52407-3909

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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	03/18/2013		M	2,182 A <u>1</u>	30,714 <sup>(2)</sup>	D	
Common Stock					7,698 <sup>(3)</sup>	I	see footnote #2

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

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SEC 1474 (9-02)

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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. Amount or Number of Shares
Stock Option (right to buy)	\$ 22.46	03/18/2013		M	1,091	<sup>(4)</sup> 05/19/2020	Common Stock	1,091
Stock Option (right to buy)	\$ 20.4	03/18/2013		M	1,091	<sup>(5)</sup> 02/18/2021	Common Stock	1,091

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
EVANS JACK 118 SECOND AVENUE SE P.O. BOX 73909 CEDAR RAPIDS, IA 52407-3909	X			

## Signatures

/s/ Jack B. Evans by Barrie W. Ernst, Attorney-in-Fact 03/18/2013

\_\_\_\_\_\*Signature of Reporting Person Date

## 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) Represents 1,091 options exercised at \$22.46 per share and 1,091 options exercised at \$20.40 per share.
- The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 30,132 held directly by the Reporting Person and 582 shares of restricted stock issued under the Issuer's 2005 Non-Qualified Non-Employee Director Stock Option and Restricted Stock Plan which vest, subject to certain conditions, on May 16, 2013.
- The total number of securities beneficially held indirectly by the Reporting Person following the reported transaction includes: 3,674
- (3) shares held in an individual retirement account for Mr. Evans' benefit 2,000 shares in a 401(k) account for Mr. Evans' benefit, and 2,024 shares held in an individual retirement account for the benefit of Mr. Evans' wife.

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- (4) Includes 1,091 currently exercisable; 546 options becoming exercisable on 5/19/2013; and 1,090 options becoming exercisable in two equal installments of 545 options each on 5/19/2014 and 5/19/2015.
- (5) Includes 1,091 currently exercisable; 546 options becoming exercisable on 2/18/2014; and 1,090 options becoming exercisable in two equal installments of 545 options each on 2/13/2015 and 2/18/2016.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.