Sheeley Michael J. Form 4 May 17, 2013

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB APPROVAL

OMB 3235-0287 Number:

January 31, Expires: 2005

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Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

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 may continue.

See Instruction 1(b).

(Last)

(Print or Type Responses)

1. Name and Address of Reporting Person * Sheeley Michael J.

(First)

(Street)

(Middle)

2. Issuer Name and Ticker or Trading

30(h) of the Investment Company Act of 1940

Symbol

UNITED FIRE GROUP INC

[UFCS]

3. Date of Earliest Transaction

(Month/Day/Year) 05/16/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

VP/COO - United Life Ins. Co.

6. Individual or Joint/Group Filing(Check

Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting

Person

CEDAR RAPIDS, IA 52407-3909

118 SECOND AVENUE SE

(City)	(State)	(Zip) Table I - Non-Derivative Securities Acquired, Dispo						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. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)			d of (D)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)	(Instr. 4)		
Common Stock	05/16/2013		M(1)	900	A	\$ 21.66	3,140 (2)	D		
Common Stock	05/16/2013		M(1)	600	A	\$ 18.14	3,740 <u>(3)</u>	D		
Common Stock	05/16/2013		S <u>(1)</u>	1,500	D	\$ 28.578	2,240 (4)	D		
Common Stock							1,419	I	By Issuer's Employee Stock Ownership Plan for self	

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

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SEC 1474 (9-02)

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

I	. 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. Transactio Code (Instr. 8)	Deri Secu Acqu (A) (Disp of (E	or osed () r. 3, 4,	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Pri Deriv Secur (Instr
					Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
(Stock Option right to ouy)	\$ 21.66	05/16/2013		M <u>(1)</u>		900	<u>(5)</u>	02/20/2014	Common Stock	900	\$
(Stock Option right to ouy)	\$ 18.14	05/16/2013		M(1)		600	<u>(6)</u>	05/20/2019	Common Stock	600	\$

Reporting Owners

Reporting Owner Name / Address	Relationships							
• 0	Director	10% Owner	Officer	Other				
Sheeley Michael J.			VP/COO -					
118 SECOND AVENUE SE			United Life					
CEDAR RAPIDS, IA 52407-3909			Ins. Co.					

Signatures

/s/ Michael J. Sheeley by Dianne M. Lyons,
Attorney-in-Fact
05/17/2013

**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).

Reporting Owners 2

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- (1) This transaction represents the simultaneous exercise and sale of vested stock options.
- The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 2,107 shares (2) held directly by Mr. Sheeley and 1,033 shares of restricted stock issued to Mr. Sheeley under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.
- The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 2,707 shares (3) held directly by Mr. Sheeley and 1,033 shares of restricted stock issued to Mr. Sheeley under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.
- The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,207 shares (4) held directly by Mr. Sheeley and 1,033 shares of restricted stock issued to Mr. Sheeley under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.
- (5) All options currently exercisable.
- (6) 600 options currently exercisable and 400 options become exercisable in two equal installments of 200 options each on 05/20/2013 and 05/20/2014.

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.