

Sheeley Michael J.
Form 4
May 17, 2013

FORM 4

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

OMB APPROVAL

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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 *
Sheeley Michael J.

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
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
05/16/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
VP/COO - United Life Ins. Co.

CEDAR RAPIDS, IA 52407-3909
(City) (State) (Zip)

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

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)
			Code	V	Amount	(A) or (D)	Price
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	⁽³⁾	D
Common Stock	05/16/2013		S ⁽¹⁾		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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- (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 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.

- (2) The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 2,707 shares 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.

- (3) The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,207 shares 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.

- (4) All options currently exercisable.

- (5) 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.

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