

UNITED FIRE GROUP INC  
 Form 4  
 November 29, 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 \*  
**RIFE JOHN A**

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)

CEDAR RAPIDS, IA 52407-3909

(City) (State) (Zip)

3. Date of Earliest Transaction (Month/Day/Year)  
 11/26/2013

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

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D) Code V Amount Price			
Common Stock	11/26/2013		M <sup>(1)</sup>	295 A \$ 21.66	26,958 <sup>(2)</sup>	D	
Common Stock	11/26/2013		S <sup>(1)</sup>	295 D \$ 30	26,663 <sup>(3)</sup>	D	
Common Stock					8,114 <sup>(4)</sup>	I	See footnote #4

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. Price or Value of Underlying Securities (Instr. 3 and 4)
Stock Option (right to buy)	\$ 21.66	11/26/2013		M <sup>(1)</sup>	295	<sup>(5)</sup> 02/20/2014	Common Stock	295

## Reporting Owners

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

## Signatures

/s/ John A. Rife by Dianne M. Lyons,  
Attorney-in-Fact

11/29/2013

\*\*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) This transaction represents the exercise and simultaneous sale of vested, non-qualified stock options by the Reporting Person under a preapproved 10b5-1 trading plan. The shares received by the Reporting Person upon exercise of these options were issued from the reserve account established with the Issuer's transfer agent for such purpose and were previously registered with the SEC.

(2) The number of shares (excluding fractionals) beneficially held directly by the Reporting Person after the reported transaction includes: 25,661 shares held jointly by Mr. Rife and his wife, 877 shares held directly by Mr. Rife; and 420 shares of restricted stock issued to Mr. Rife under the Issuer's 2005 Non-Qualified Non-Employee Stock Option and Restricted Stock Plan which vest, subject to certain conditions, on May 15, 2014.

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The number of shares (excluding fractionals) beneficially held directly by the Reporting Person after the reported transaction includes:

(3) 25,661 shares held jointly by Mr. Rife and his wife, 582 shares held directly by Mr. Rife; and 420 shares of restricted stock issued to Mr. Rife under the Issuer's 2005 Non-Qualified Non-Employee Stock Option and Restricted Stock Plan which vest, subject to certain conditions, on May 15, 2014.

The number of shares (excluding fractionals) beneficially held indirectly by the Reporting Person after the reported transaction includes:

(4) 6,373 shares held in an individual retirement account for Mr. Rife's benefit; 1,325 shares held individually by Mr. Rife's spouse; and 416 shares held in a SEP individual retirement account for Mr. Rife's benefit.

(5) All options currently exercisable.

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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