

UNITED FIRE GROUP INC  
Form 4  
August 22, 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 \*  
Lyons Dianne M

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)

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

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

VP/Chief Financial Officer

118 SECOND AVENUE SE, P.O. BOX 73909

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

(Street)

CEDAR RAPIDS, IA 52407-3909

(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 Indirect Beneficial Ownership (Instr. 4) |   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |   |
|                                 |                                      |  |                                | Code  | V   | Amount   |   |   |
| Common Stock                    | 08/21/2013                           |  | M <sup>(1)</sup>               |   | 1,800   | A  | \$ 22.42 10,428 <sup>(2)</sup>                        | D |
| Common Stock                    | 08/21/2013                           |  | S <sup>(1)</sup>               |   | 1,800   | D  | \$ 31.7178 8,628 <sup>(4)</sup><br><sup>(3)</sup>     | D |
| Common Stock                    | 08/22/2013                           |  | M <sup>(1)</sup>               |   | 3,482   | A  | \$ 20.54 12,110 <sup>(5)</sup>                        | D |
| Common Stock                    | 08/22/2013                           |  | S <sup>(1)</sup>               |   | 3,482   | D  | \$ 29.7771 8,628 <sup>(4)</sup><br><sup>(3)</sup>     | D |

|              |                      |   |  |
|--------------|----------------------|---|--|
| Common Stock | 1,388                | I | By Issuer's Employee Stock Ownership Plan for Self |
| Common Stock | 3,643 <sup>(6)</sup> | I | By 401(k) Plan for self                            |

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

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(9-02)

**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)                | \$ 22.42   | 08/21/2013                           |  | M <sup>(1)</sup>               | 1,800   | <sup>(7)</sup> 05/19/2020                                | Common Stock  | 1,800                         |
| Stock Option (right to buy)                | \$ 20.54   | 08/22/2013                           |  | M <sup>(1)</sup>               | 3,482   | <sup>(8)</sup> 02/18/2021                                | Common Stock  | 3,482                         |

## Reporting Owners

| Reporting Owner Name / Address                           | Relationships |           |                            |       |
|--|---------------|-----------|----------------------------|-------|
|  | Director      | 10% Owner | Officer                    | Other |
| Lyons Dianne M<br>118 SECOND AVENUE SE<br>P.O. BOX 73909 |               |           | VP/Chief Financial Officer |       |

CEDAR RAPIDS, IA 52407-3909

## Signatures

/s/ Dianne M.  
Lyons

08/22/2013

\_\_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 sale of vested, non-qualified stock options under a preapproved 10b-5 trading plan.

The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 4,236 shares held individually by Ms. Lyons; 3,580 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/18/2016; 2,612 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

(3) The price per share represents the average market price of the shares sold upon option exercise as reported by the Reporting Person's broker.

The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 2,436 shares held individually by Ms. Lyons; 3,580 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/18/2016; 2,612 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

(5) The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 5,918 shares held individually by Ms. Lyons; 3,580 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/18/2016; 2,612 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

(6) The number of securities shown as being held in, acquired or disposed of by the Issuer's 401(k) Plan for the Reporting Person's benefit are the approximate number of shares of common stock (excluding fractionals) for which the Reporting Person has the right to direct the vote under the Issuer's 401(k) Plan. Such shares are not directly allocated to 401(k) Plan participants, but are instead held in a unitized fund consisting primarily of common stock, together with a small percentage of short-term investments. 401(k) Plan participants acquire units of this fund.

(7) 1,800 options currently exercisable and 1,200 options become exercisable in equal installments of 600 option shares each on 05/19/2014 and 05/19/2015.

(8) 3,482 options currently exercisable; 3,482 options become exercisable in two equal installments of 1,741 options each on 02/18/2014 and 02/18/2015; and 1740 options become exercisable on 02/18/2016.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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