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## Section 1: 8-K (8-K)

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

**FORM 8-K**

**CURRENT REPORT**  
Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

**Date of Report (Date of earliest event reported): October 11, 2016**



**United Fire Group, Inc.**

(Exact name of registrant as specified in its charter)

**Iowa**

(State or other jurisdiction  
of incorporation)

**001-34257**

(Commission File Number)

**45-2302834**

(IRS Employer Identification No.)

**118 Second Avenue, S.E.,  
Cedar Rapids, Iowa**

(Address of principal executive offices)

**52401**

(Zip Code)

Registrant's telephone number, including area code: **(319) 399-5700**

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 8.01. Other Events.**

On October 11, 2016, a press release was issued announcing that the Company will hold its 2016 third quarter earnings conference call on November 2, 2016. The release is furnished as Exhibit 99.1 hereto. The information in this Current Report is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that Section. The information in this Current Report shall not be incorporated by reference into any registration statement or other document filed with the Commission.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

The following exhibits are furnished herewith.

Exhibit 99.1            Press Release dated October 11, 2016, announcing the 2016 third quarter earnings conference call.

**Signatures**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**United Fire Group, Inc.**

(Registrant)

Dated: October 11, 2016

/s/ Dawn M. Jaffray

Dawn M. Jaffray, Sr. Vice President & Chief Financial Officer

## EXHIBIT INDEX

Exhibit Number	Description of Exhibit
99.1	Press Release dated October 11, 2016, announcing the 2016 third quarter earnings conference call.

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## Section 2: EX-99.1 (EXHIBIT 99.1)

Exhibit 99.1



### United Fire Group, Inc. Announces Its 2016 Third Quarter Earnings Call

CEDAR RAPIDS, IOWA-October 11, 2016-United Fire Group, Inc. (Nasdaq: UFCS) (the "Company", "UFG", "we", or "our") announced today that its 2016 third quarter earnings results will be released before the market opens on November 2, 2016. An earnings call will be held at 9:00 a.m. central time on that date to allow securities analysts, shareholders and other interested parties the opportunity to hear management discuss the Company's 2016 third quarter results.

**Teleconference:** Dial-in information for the call is toll-free 1-844-492-3723 (international 1-412-542-4184). Participants should request to join the United Fire Group call. The event will be archived and available for digital replay through November 16, 2016. The replay access information is toll-free 1-877-344-7529 (international 1-412-317-0088); access code no. 10094325.

**Webcast:** A webcast of the teleconference can be accessed at the Company's investor relations page at <http://ir.unitedfiregroup.com/event> or <http://services.choruscall.com/links/ufcs161102>. The archived audio webcast will be available until November 16, 2016.

**Transcript:** A transcript of the teleconference will be available on the Company's website soon after the completion of the teleconference.

**About UFG:** Founded in 1946 as United Fire & Casualty Company, UFG, through its insurance company subsidiaries, is engaged in the business of writing property and casualty insurance and life insurance, and selling annuities.

Through our subsidiaries, we are licensed as a property and casualty insurer in 46 states, plus the District of Columbia, and we are represented by approximately 1,200 independent agencies. A.M. Best Company assigns a rating of "A" (Excellent) for members of the United Fire & Casualty Group.

Our subsidiary, United Life Insurance Company, is licensed in 37 states, represented by approximately 1,350 independent life agencies and rated "A-" (Excellent) by A.M. Best Company.

For more information about UFG visit [www.ufginsurance.com](http://www.ufginsurance.com).

**Contact:** Randy Patten, AVP of Finance and Investor Relations, 319-286-2537 or [rpatten@unitedfiregroup.com](mailto:rpatten@unitedfiregroup.com)

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