



UNITED FIRE GROUP®

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United Fire named one of America's "100 Most Trustworthy Companies"

CEDAR RAPIDS, IA – April 21, 2009 – For the third straight year, United Fire & Casualty Company has been named one of America's "100 Most Trustworthy Companies" in a survey published by Forbes. United Fire is one of only 10 companies that has made it to the list each year since the survey began.

Conducted by Audit Integrity, the annual survey identifies the 100 companies in America that have consistently shown transparent and conservative accounting practices and solid corporate governance and management.

"In today's society, where corporate scandal and fraud dominate the headlines, we appreciate being recognized as a company that has high corporate integrity," said President & CEO Randy Ramlo. "Each day we work to continue to build trust and establish credibility among our agents, policyholders and investors, acting fairly and honestly in all our dealings. To us, there's no other way to do business."

To be included in the Top 100, a firm must have Audit Integrity's highest Accounting and Governance Risk (AGR) ratings, which evidence clear financial reporting and transparent corporate governance. The AGR Score is derived from statistical analysis incorporating over 100 metrics that together provide a comprehensive view of management behavior and motivation. Scores range from 0 (lowest) to 100 (highest), with lower scores indicating higher risk. United Fire received an AGR Score of 80 – the highest score awarded to a company this year was 88.

According to Audit Integrity, companies with high AGR ratings are much less likely to suffer from negative events such as regulatory actions, shareholder litigation and severe equity loss. As clear evidence of the advantage of corporate integrity, this year's Top 100 companies outperformed the market in 2008 by 26.5 percentage points.

About United Fire & Casualty Company

United Fire & Casualty Company is a regional insurer that, along with its insurance subsidiaries, offers personal and commercial property and casualty insurance and life insurance. The company markets its products principally through its regional offices in Cedar Rapids, Iowa (company headquarters); Denver, Colorado; and Galveston, Texas. For the 16th consecutive year, United Fire has been named to the Ward's 50, a respected benchmark group of the industry's top-performing insurance companies. For the third consecutive year, our subsidiary, United Life Insurance Company has been named to the Ward's 50 Life & Health Insurance Companies. In 2009, United Fire was named to Audit Integrity's Top 100 list of companies that demonstrate high corporate integrity for the third consecutive year. United Fire is rated A (Excellent) by A.M. Best Company. For more information about United Fire & Casualty Company and its products and services, visit www.unitedfiregroup.com.

Disclosure of forward-looking statements

This release may contain forward-looking statements about our operations, anticipated performance and other similar matters. The forward-looking statements are not historical facts and involve risks and uncertainties that could cause actual results to differ materially from those expected and/or projected. Such forward-looking statements are based on current expectations, estimates, forecasts and projections about our company, the industry in which we operate, and beliefs and assumptions made by management. Words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “continues,” “seeks,” “estimates,” “predicts,” “should,” “could,” “may,” “will continue,” “might,” “hope” and variations of such words and similar expressions are intended to identify such forward-looking statements. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed in such forward-looking statements. Information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained in Part I Item 1A “Risk Factors” of our annual report on Form 10-K for the year ended December 31, 2008, filed with the SEC on March 2, 2009. The risks identified on Form 10-K are representative of the risks, uncertainties, and assumptions that could cause actual outcomes and results to differ materially from what is expressed in forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release or as of the date they are made.