

Section 1: DEFA14A (NOTICE AND ACCESS)

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

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934
(Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under §240.14a-12

UNION FIRST MARKET BANKSHARES CORPORATION

(Name of registrant as specified in its charter)

(Name of person(s) filing proxy statement, if other than the registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
 - Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
-

(1) Title of each class of securities to which the transaction applies:

(2) Aggregate number of securities to which the transaction applies:

(3) Per unit price or other underlying value of the transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of the transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:



Union First Market Bankshares Corporation
Important Notice Regarding the Availability of Proxy Materials for the
Shareholder Meeting to Be Held at 11:00 a.m. on April 22, 2014.

Name
 Address
 City, State Zip Code

As part of our efforts to cut unnecessary expenses and conserve the environment, Union First Market Bankshares Corporation has elected to provide Internet access to the 2014 annual meeting proxy statement and 2013 annual report rather than mailing paper copies. This reduces postage and printing expenses and paper waste. The proxy statement and annual report are available at: <http://www.cfpproxy.com/3481>.

The Annual Meeting of Shareholders of Union First Market Bankshares Corporation (the "Company") will be held on April 22, 2014 at 11:00 a.m. at Wyndham Virginia Crossings Hotel & Conference Center, which is located at 1000 Virginia Center Parkway, Glen Allen, Virginia, for the following purposes:

1. to elect four Class I directors to serve until the 2015 Annual Meeting:
Beverley E. Dalton, Thomas P. Rohman, Charles W. Steger, Keith L. Wampler
2. to elect two Class II directors to serve until the 2016 Annual Meeting:
Glen C. Combs, Jan S. Hoover
3. to elect six Class III directors to serve until the 2017 Annual Meeting:
G. William Beale, Gregory L. Fisher, Patrick J. McCann, Alan W. Myers, Linda V. Schreiner, Raymond D. Smoot, Jr.
4. to amend the Company's articles of incorporation to change the Company's name to "Union Bankshares Corporation";
5. to ratify the appointment of Yount, Hyde & Barbour, P. C. as the Company's independent registered public accounting firm for 2014;
6. to approve, on an advisory (non-binding) basis, the compensation of the Company's named executive officers as set forth in the proxy statement; and
7. to transact such other business as may properly come before the meeting or any adjournments or postponements thereof.

The Board of Directors is not aware of any other business. All shareholders of record of the Company's common stock at the close of business on February 26, 2014, are entitled to notice of and to vote at the meeting and any adjournments thereof.

The Board of Directors recommends a vote FOR all the listed nominees in Proposals 1, 2 and 3, and FOR Proposals 4, 5 and 6.

This communication is not a form for voting and presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.

Shortly, you will receive a proxy card that will reflect the proposals to be voted on at the annual meeting and instructions on the methods of voting. You may vote by mail, by Internet, by telephone, or in person. If you wish to vote by Internet or by phone, you will need your Shareholder Control Number that can be found on the bottom right hand corner of this notice. No other personal information will be required in order to vote in this manner.

If you want to receive a paper copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for these materials by April 14, 2014 to facilitate timely delivery. You will need your Shareholder Control Number that can be found in the lower right hand corner of this letter. Then, either:

- > Call our toll-free number, (800) 951-2405; or
- > Visit our website at <http://www.cfpproxy.com/3481>; or
- > Send us an email at fulfillment@rtco.com

and enter the Shareholder Control Number when prompted or, if you send us an email, enter it in the subject line.

Directions to the meeting are included in the Notice of Annual Meeting of Shareholders that is included with the proxy statement.

We ask that you cast your vote promptly. Due to new regulatory changes that will affect your vote on the election of directors, you must vote your proxy for your shares to be represented and voted for the election of directors. Please help save the company additional solicitation costs by voting today.

Thank you for your continued support!

Shareholder Control Number